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OA/ID Number: 13691
Folder ID Number: 13691-011

Folder Title:
Prime Time to End Hunger Campaign 10/25/89 [OA 6270] [2]

Stack:	Row:	Section:	Shelf:	Position:
G	26	19	4	4

Two members of a Puerto Rican nationalist movement tried to kill Pres. Truman Nov. 1. (see Assassinations)
U.S. Dec. 8 banned shipments to Communist China and to Asiatic ports trading with it.

1951

Sen. Estes Kefauver led Senate investigation into organized crime. Preliminary report Feb. 28 said gambling take was over \$20 billion a year.

Julius Rosenberg, his wife, Ethel, and Morton Sobell, all U.S. citizens, were found guilty Mar. 29 of conspiracy to commit wartime espionage. Rosenbergs sentenced to death, Sobell to 30 years. Rosenbergs executed June 19, 1953. Sobell released Jan. 14, 1969.

Gen. Douglas MacArthur was removed from his Korea command Apr. 11 for unauthorized policy statements.

Korea cease-fire talks began in July; lasted 2 years. Fighting ended July 27, 1953.

Tariff concessions by the U.S. to the Soviet Union, Communist China, and all communist-dominated lands were suspended Aug. 1.

The U.S., Australia, and New Zealand signed a mutual security pact Sept. 1.

Transcontinental television inaugurated Sept. 4 with Pres. Truman's address at the Japanese Peace Treaty Conference in San Francisco.

Japanese Peace Treaty signed in San Francisco Sept. 8 by U.S., Japan, and 47 other nations.

J.D. Salinger published *Catcher in the Rye*.

1952

U.S. seizure of nation's steel mills was ordered by Pres. Truman Apr. 8 to avert a strike. Ruled illegal by Supreme Court June 2.

Peace contract between West Germany, U.S., Great Britain, and France was signed May 26.

The last racial and ethnic barriers to naturalization were removed, June 26-27, with the passage of the Immigration and Naturalization Act of 1952.

First hydrogen device explosion Nov. 1 at Eniwetok Atoll in Pacific.

1953

Pres. Eisenhower announced May 8 that U.S. had given France \$60 million for Indochina War. More aid was announced in Sept. In 1954 it was reported that three fourths of the war's costs were met by U.S.

1954

Nautilus, first atomic-powered submarine, was launched at Groton, Conn. Jan. 21.

Five members of Congress were wounded in the House Mar. 1 by 4 Puerto Rican independence supporters who fired at random from a spectators' gallery.

Sen. Joseph McCarthy led televised hearings Apr. 22-June 17 into alleged Communist influence in the Army.

Racial segregation in public schools was unanimously ruled unconstitutional by the Supreme Court May 17, as a violation of the 14th Amendment clause guaranteeing equal protection of the laws.

Southeast Asia Treaty Organization (SEATO) formed by collective defense pact signed in Manila Sept. 8 by the U.S., Britain, France, Australia, New Zealand, Philippines, Pakistan, and Thailand.

Condemnation of Sen. Joseph R. McCarthy (R., Wis.) voted by Senate, 67-22 Dec. 2 for contempt of a Senate elections subcommittee, for abuse of its members, and for insults to the Senate during his Army investigation hearings.

1955

U.S. agreed Feb. 12 to help train South Vietnamese army. Supreme Court ordered "all deliberate speed" in integration of public schools May 31.

A summit meeting of leaders of U.S., Britain, France, and USSR took place July 18-23 in Geneva, Switzerland.

Rosa Parks refused Dec. 1 to give her seat to a white man on a bus in Montgomery, Ala. Bus segregation ordinance

declared unconstitutional by a federal court following boycott and NAACP protest.

Merger of America's 2 largest labor organizations effected Dec. 5 under the name American Federation of Labor and Congress of Industrial Organizations. The merged AFL-CIO had a membership estimated at 15 million.

1956

Massive resistance to Supreme Court desegregation rulings was called for Mar. 12 by 101 Southern congressmen.

Federal-Aid Highway Act signed June 29, inaugurating interstate highway system.

First transatlantic telephone cable went into operation Sept. 25.

1957

Congress approved first civil rights bill for blacks since Reconstruction Apr. 29, to protect voting rights.

National Guardsmen, called out by Arkansas Gov. Orval Faubus Sept. 4, barred 9 black students from entering previously all-white Central High School in Little Rock. Federal troops complied Sept. 21 with a federal court order to remove the National Guardsmen. The blacks entered school Sept. 23 but were ordered to withdraw by local authorities because of fear of mob violence. Pres. Eisenhower sent federal troops Sept. 24 to enforce the court's order.

Jack Kerouac published *On the Road*.

1958

First U.S. earth satellite to go into orbit, Explorer 1, launched by Army Jan. 31 at Cape Canaveral, Fla.; discovered Van Allen radiation belt.

Five thousand U.S. Marines sent to Lebanon to protect elected government from threatened overthrow July-Oct.

First domestic jet airline passenger service in U.S. opened by National Airlines Dec. 10 between N.Y. and Miami.

1959

Alaska admitted as 49th state Jan. 3; Hawaii admitted Aug. 21.

St. Lawrence Seaway opened Apr. 25.

The George Washington, first U.S. ballistic-missile submarine, launched at Groton, Conn. June 9.

N.S. Savannah, world's first atomic-powered merchant ship, launched July 21 at Camden, N.J.

Soviet Premier Khrushchev paid unprecedented visit to U.S. Sept. 15-27, made transcontinental tour.

1960

Sit-ins began Feb. 1 when 4 black college students in Greensboro, N.C. refused to move from a Woolworth lunch counter when denied service. By Sept. 1961 more than 70,000 students, whites and blacks, had participated in sit-ins.

U.S. launched first weather satellite, Tiros I, Apr. 1. Congress approved a strong voting rights act Apr. 21.

A U-2 reconnaissance plane of the U.S. was shot down in the Soviet Union May 1. The incident led to cancellation of an imminent Paris summit conference.

Mobs attacked U.S. embassy in Panama Sept. 17 in dispute over flying of U.S. and Panamanian flags.

U.S. announced Dec. 15 it backed rightist group in Laos, which took power the next day.

1961

The U.S. severed diplomatic and consular relations with Cuba Jan. 3, after disputes over nationalizations of U.S. firms, U.S. military presence at Guantanamo base, etc.

Invasion of Cuba's "Bay of Pigs" Apr. 17 by Cuban exiles trained, armed, and directed by the U.S., attempting to overthrow the regime of Premier Fidel Castro, was repulsed.

Commander Alan B. Shepard Jr. was rocketed from Cape Canaveral, Fla., 116.5 mi. above the earth in a Mercury capsule May 5 in the first U.S. manned sub-orbital space flight.

1962

Lt. Col. John H. Glenn Jr. became the first American in orbit Feb. 20 when he circled the earth 3 times in the Mercury capsule Friendship 7.

Network TV Program Ratings

Source: Nielsen Media Research, November, 1987

Program or type	TV Households		Audience Composition (thousands)			
	Rating %	No. (000)	Men (18+)	Women (18+)	Teens 12-17	Children 2-11
Today (7:30-8:00)	4.7	4,160	1,940	2,870	110	200
Morning Program (7:30-9:00)	2.3	2,030	750	1,510	50	130
Good Morning Am. (7:30-8:00)	4.7	4,130	1,810	2,960	110	210
Daytime Drama (Soaps)	6.3	5,560	1,490	4,800	330	480
Q & A Participation	4.0	3,530	1,370	2,760	100	380
All 10am-4:30pm Evening	5.4	4,770	1,410	4,000	260	450
Informational	11.5	10,220	5,970	7,800	520	830
General Drama	13.4	11,900	6,380	10,170	1,160	1,420
Susp. & Mystery	12.8	11,300	6,830	9,000	1,200	1,470
Situation Comedy	16.6	14,690	7,310	11,870	2,470	3,700
Feature Film	14.7	12,980	7,720	10,630	1,570	2,100
All 7-11pm Reg.	14.3	12,690	7,400	10,080	1,530	2,040

All-time Top Television Programs

Source: A.C. Nielsen estimates, July 1960-March 6, 1983, excluding unsponsored or joint network telecasts or programs under 30 minutes long. Ranked by percent of average audience.

Program	Date	Network	Households (in millions)	Program	Date	Network	Households (in millions)
1 M*A*S*H Special	2/28/83	CBS	50.2	19 Roots Pt. V	1/27/77	ABC	32.5
2 Dallas	11/21/80	CBS	41.5	20 Ed Sullivan	2/9/64	CBS	23.2
3 Roots Pt. VIII	1/30/77	ABC	36.4	21 Bob Hope			
4 Super Bowl XVI	1/24/82	CBS	40.0	Christmas Show	1/14/71	NBC	27.1
5 Super Bowl XVII	1/30/83	NBC	40.5	22 Roots Pt. III	1/25/77	ABC	31.9
6 Super Bowl XX	1/26/86	NBC	41.5	23 Super Bowl XI	1/9/77	NBC	31.8
7 Gone With The Wind- Pt. 1	11/7/76	NBC	34.0	23 Super Bowl XV	1/25/81	NBC	34.5
8 Gone With The Wind- Pt. 2	11/8/76	NBC	34.0	25 Super Bowl VI	1/16/72	CBS	27.5
9 Super Bowl XII	1/15/78	CBS	34.0	26 Roots Pt. II	1/24/77	ABC	31.4
10 Super Bowl XIII	1/21/79	NBC	35.1	27 Beverly Hillbillies	1/8/64	CBS	22.8
11 Bob Hope				28 Roots Pt. IV	1/26/77	ABC	31.2
Christmas Show	1/15/70	NBC	27.3	28 Ed Sullivan	2/16/64	CBS	22.5
12 Super Bowl XVIII	1/22/84	CBS	38.9	30 Academy Awards	4/7/70	ABC	25.4
12 Super Bowl XIX	1/20/85	ABC	39.4	31 Thom Birds Pt. III	3/29/83	ABC	36.0
14 Super Bowl XIV	1/20/80	CBS	35.3	32 Thom Birds Pt. IV	3/30/83	ABC	35.9
15 The Day After	11/20/83	ABC	38.6	33 NFC Championship Game	1/10/82	CBS	35.0
16 Roots Pt. VI	1/28/77	ABC	32.7	34 Beverly Hillbillies	1/15/64	CBS	22.0
16 The Fugitive	8/29/67	ABC	25.8	35 Super Bowl VII	1/14/73	NBC	27.7
18 Super Bowl XXI	1/25/87	CBS	40.8				

U.S. Television Sets and Stations Received

Set Ownership (Nielsen est. as of Jan. 1, 1988)	Number of Stations (FCC, Jan. 1, 1988)	Stations Receivable (Nielsen, Sept. 1987)
Total TV homes (98% of U.S. homes own at least one TV set)	Commercial 1,017	% of TV homes receiving:
Homes with:	Educational 325	1-4 stations 3
Color TV sets 85,030,000	Total 1,342	5-6 4
B&W only 3,570,000		7-8 18
2 or more sets 53,510,000		9-10 21
One set 35,090,000		11-14 28
Cable (May 1988) 42,296,110		15-19 17
		20+ 5
Total TV Households—88,600,000; Total women 18+—41,900,000; Total men 18+—42,980,000; Total teens 12-17—19,880,000; Total children 2-11—34,360,000.		

Television Network Addresses and Phone Numbers

American Broadcasting Company (ABC)
1330 Avenue of Americas
New York, NY 10019
(212) 887-7777

CBS, Inc.
51 W. 52nd St.
New York, NY 10019
(212) 975-4321

National Broadcasting Company (NBC)
30 Rockefeller Plaza
New York, NY 10112
(212) 664-4444

Westinghouse Broadcasting and Cable Inc.
888 7th Ave.
New York, NY 10106
(212) 307-3000

Fox Television (WNYW-TV)
205 E. 67 St.
New York, NY 10021
(212) 452-5555

Public Broadcasting Service (PBS)
609 Fifth Ave.
New York, NY 10017
(212) 753-7373

*audience
456-1033
Paramount
213-4108-5000
456-7777*

*Star Per
Year Wo
Total Me
Program
Bill Cost
A Differ
Chases
Night C
Growing
10 Min
Who's T
Boss
Murder
Wife
Golden
L.A. Le
CBS S
Movie
Moon
Family
At
NFL M
Night
Dallas
Amer
Mator
NBC I
Nig
Prog
Whee
PM M
Jacq
Opra
Sh
Big S
Fami
Peop
M*A
Dora
Wit
Dr
Ph*

Network TV Program Ratings

Source: Nielsen Media Research, November, 1987

TV Households (in millions)	No. (000)	Audience Composition (thousands)			
		Men (18+)	Women (18+)	Teens 12-17	Children 2-11
7	4,160	1,940	2,870	110	200
3	2,030	750	1,510	50	130
7	4,130	1,810	2,960	110	210
3	5,560	1,490	4,800	330	480
1	3,330	1,370	2,760	100	380
1	4,770	1,410	4,000	260	450
	10,220	5,970	7,800	520	830
	11,900	6,380	10,170	1,160	1,420
	11,300	6,830	9,000	1,200	1,470
	14,690	7,310	11,870	2,470	3,700
	12,980	7,720	10,630	1,570	2,100
	12,690	7,400	10,080	1,530	2,040

All-time Top Television Programs

March 6, 1988, excluding unsponsored or joint network telecasts or programs under 30 minutes long. Ranked by percent of average audience.

Network	Households / (in millions)	Program	Date	Network	Households (in millions)
CBS	50.2	19 Roots Pt. V	1/27/77	ABC	32.5
CBS	41.5	20 Ed Sullivan	2/9/64	CBS	23.2
ABC	36.4	21 Bob Hope			
CBS	40.0	Christmas Show	1/14/71	NBC	27.1
NBC	40.5	22 Roots Pt. III	1/25/77	ABC	31.9
NBC	41.5	23 Super Bowl XI	1/9/77	NBC	31.8
		23 Super Bowl XV	1/25/81	NBC	34.5
		25 Super Bowl VI	1/16/72	CBS	27.5
NBC	34.0	26 Roots Pt. II	1/24/77	ABC	31.4
NBC	34.0	27 Beverly Hillbillies	1/8/64	CBS	22.6
CBS	34.0	28 Roots Pt. IV	1/26/77	ABC	31.2
NBC	35.1	28 Ed Sullivan	2/16/64	CBS	22.5
		30 Academy Awards	4/7/70	ABC	25.4
		32 Thom Birds Pt. III	3/29/83	ABC	36.0
		33 Thom Birds Pt. IV	3/30/83	ABC	35.9
		33 NFL			
		Championship Game	1/10/82	CBS	35.0
		34 Beverly Hillbillies	1/15/64	CBS	22.0
		35 Super Bowl VII	1/14/73	NBC	27.7

Television Sets and Stations Received

%	Number of Stations (FCC, Jan. 1, 1988)	Stations Receivable (Nielsen, Sept. 1987)	% of TV homes receiving:					
			1-4 stations	5-6	7-8	9-10	11-14	
	Commercial	1,017	1-4 stations	3	4	18	21	28
96	Educational	325	5-6	3	4	18	21	28
4			7-8	3	4	18	21	28
60			9-10	3	4	18	21	28
40			11-14	3	4	18	21	28
52	Total	1,342	15-19	3	4	18	21	28
			20+	3	4	18	21	28

Network Addresses and Phone Numbers

National Broadcasting Company (NBC) 30 Rockefeller Plaza New York, NY 10112 (212) 664-4444	Fox Television (WNYW-TV) 205 E. 67 St. New York, NY 10021 (212) 452-5555
Westinghouse Broadcasting and Cable Inc. 388 7th Ave. New York, NY 10106 (212) 307-3000	Public Broadcasting Service (PBS) 609 Fifth Ave. New York, NY 10017 (212) 753-7373

Average Television Viewing Time

Source: Nielsen Media Research, Nov. 1987 (hours: minutes, per week)

Total Persons	Age 2+	Mon.-Fri.	Mon.-Fri.	Mon.-Sun.	Sat.	Mon.-Fri.
		10am-4:30pm	4:30pm-7:30pm	8-11pm	7am-1pm	11:30pm-1am
Total Women	18+	4:23	4:25	8:46	:47	1:07
	18-24	6:05	4:59	9:56	:36	1:19
	55+	4:49	3:16	6:58	:37	1:06
Total Men	18+	7:48	7:07	12:06	:32	1:24
	18-24	3:17	3:52	9:02	:35	1:19
	55+	3:29	2:51	6:26	:35	1:15
Female Teens	12-17	5:06	6:09	11:19	:34	1:17
Male Teens	12-17	2:30	4:12	7:16	1:00	:38
Children	2-5	2:22	3:54	7:40	:59	:41
Children	6-11	5:26	4:19	5:05	1:43	:19
		2:22	4:25	6:07	1:43	:23

America's Favorite Television Programs

Source: Nielsen Media Research (Percent of TV households and persons in TV households)

Regularly Scheduled Network Programs (November 1987) (Nielsen People Meter Average Audience Estimates)

Program	TV Households	Women	Men	Teens	Children	Program	TV Households	Women	Men	Teens	Children

Syndicated Programs*

Source: Nielsen Media Research, November 1987

(Ratings based on Designated Market Area coverage as reported by Nielsen's Cassandra Report)

Program	TV Households	Women	Men	Teens	Children	Program	TV Households	Women	Men	Teens	Children

*Programs that cleared in 20+ markets.

Estimates of U.S. TV Households†
January 1, 1990
(Effective August 28, 1989)

000 %

Total U.S.	92,100	100
Territory		
Northeast	20,430	22
East Central	12,760	14
West Central	14,890	16
South	27,510	30
Pacific	16,510	18
(Including Alaska & Hawaii)		
County Size		
A	38,390	42
B	28,010	30
C & D	25,730	28
Household Size		
1	21,620	23
2	29,950	33
3+	40,530	44
4+	24,040	26
H/Hold Size 1-2 with HOH Under 50	22,110	24
HOH 50+	29,460	32
Cable Subscriber		
Total Cable	51,900	56
Pay	27,120	29
Basic	24,780	27
No Cable	40,200	44
†Cable % as of 789 applied to 1-190 TV h/holds		
Lead of House 18+		
18-34 Yrs.	23,760	26
35-54 Yrs.	30,480	33
55 Yrs. & Over	26,510	29

†Including Alaska & Hawaii
†Includes all persons under 18, whether children of household head or not.

Estimates of U.S. TV Households†
January 1, 1990
(Effective August 28, 1989)

000 %

Presence of Non-Adults		
None under 18	57,510	62
Any Under 18*	34,590	38
Any Under 12	25,990	28
Any Under 6	16,300	18
Any Under 3	9,690	10
Any Aged 6-11	16,070	17
Any Aged 12-17	15,590	17
Household Income		
Under \$15,000	23,620	26
\$15,000-\$19,999	8,520	9
\$20,000 and Over	59,760	65
\$20,000-\$29,999	15,190	17
\$30,000 and Over	44,570	48
\$30,000-\$39,999	13,790	15
\$40,000 and Over	30,780	33
\$50,000 and Over	20,330	22
\$60,000 and Over	13,200	14

Selected Upper Demographics

\$30,000+ and...	19,730	21
Any Non-Adults	16,050	17
HOH Prof/Own/Mgr	24,390	26
HOH 1+ Yrs. College	13,720	15
Any Non-Adults	12,780	14
HOH Prof/Own/Mgr	18,510	20
HOH 1+ Yrs. College		
Education of Head of House		
0-8 Yrs. Grade School	10,830	12
0-3 Yrs. High School	21,990	24
1-3 Yrs. High School	11,160	12
4 Yrs. High School	33,650	37
1+ Yrs. College	36,460	39
4+ Yrs. College	20,470	22

Estimates of Persons in U.S. TV Households†
January 1, 1990
(Effective August 28, 1989)

(000) % Per 1,000 H/Holds

Total 2 & Over	235,230	100	2,554
Women By Age			
15-24	17,450	7	189
18-24	12,640	5	137
18-34	33,890	14	368
18-49	59,990	26	651
21+	89,390	38	971
21-49	54,780	23	595
21-54	60,690	26	659
25-49	47,350	20	514
25-54	53,260	23	578
35-64	43,220	18	469
65+	17,490	7	190
Total 18+	94,600	40	1,027
Men By Age			
15-24	17,490	7	190
18-24	12,530	5	136
18-34	33,680	14	366
18-49	58,700	25	637
21+	80,420	34	873
21-49	53,550	23	581
21-54	59,050	25	641
25-49	46,170	20	501
25-54	51,670	22	561
35-64	40,530	17	438
65+	11,560	5	126
Total 18+	85,570	37	929
Teens (12-17)			
Male	9,990	4	108
Female	9,610	4	104
Total 12-14	9,800	4	108
Total 15-17	9,770	4	106
Total Teens	19,570	8	212

4/26 - Cincinnati
10/25 - Columbus

Estimates of Persons in U.S. TV Households†
 January 1, 1990
 (Effective August 28, 1989)

	(000)	%	Per 1,000 H*Holds
Children (2-11)			
Male 2-11	18,100	8	197
Male 6-11	10,720	5	116
Female 2-11	17,390	7	189
Female 6-11	10,300	4	112
Children 2-5	14,470	6	157
Children 6-8	10,630	5	115
Children 6-11	21,020	9	228
Children 9-11	10,390	4	113
Total Children	35,490	15	385
Working Women**			
18+	41,670	18	452
18-49	39,970	14	369
LOH 18-49 in H*Holds with Child Under 3	9,170	4	100

†Including Alaska & Hawaii

**Women 18+ working 30 or more hours/week away from home.

Nielsen Media Research

a company of
The Dow Chemical Corporation

NIELSEN TELEVISION INDEX

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 Chicago, Illinois 60601
 Telephone: 312-819-5500

2201 Walnut Avenue
 Fremont, California 94538
 Telephone: 415-745-7200

NIELSEN STATION INDEX

NIELSEN SYNDICATION SERVICE

NIELSEN HOMEVIDEO INDEX

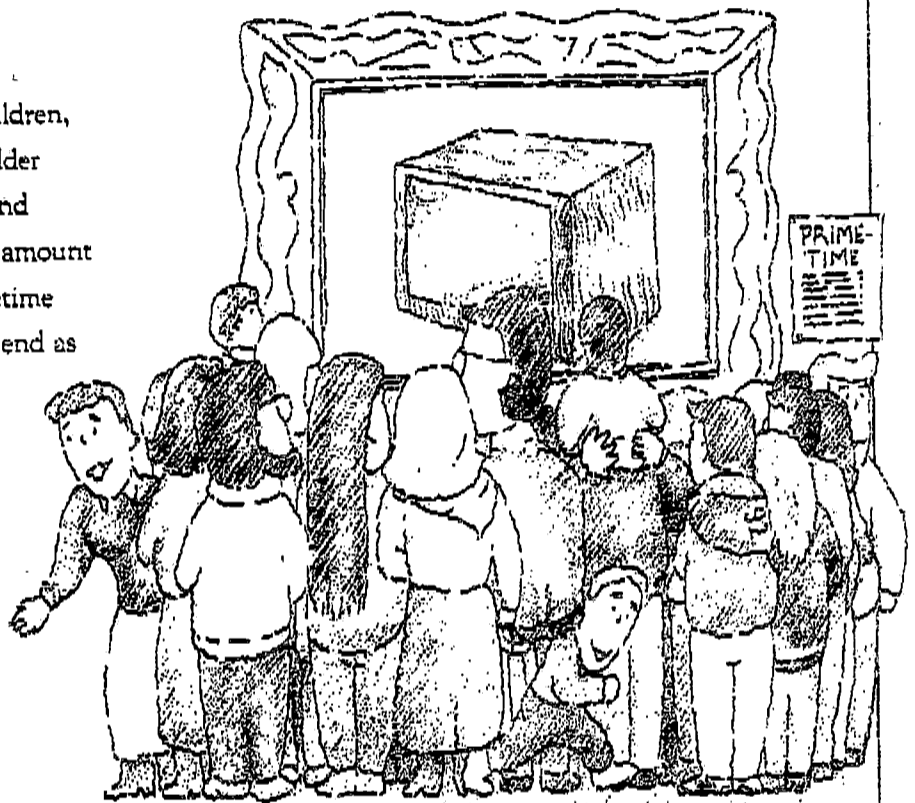
0868/8-89/5000/AR/MR

Nielsen Television Index

NTI Household and Persons
 Estimates 1989-1990

Who Is Viewing TV

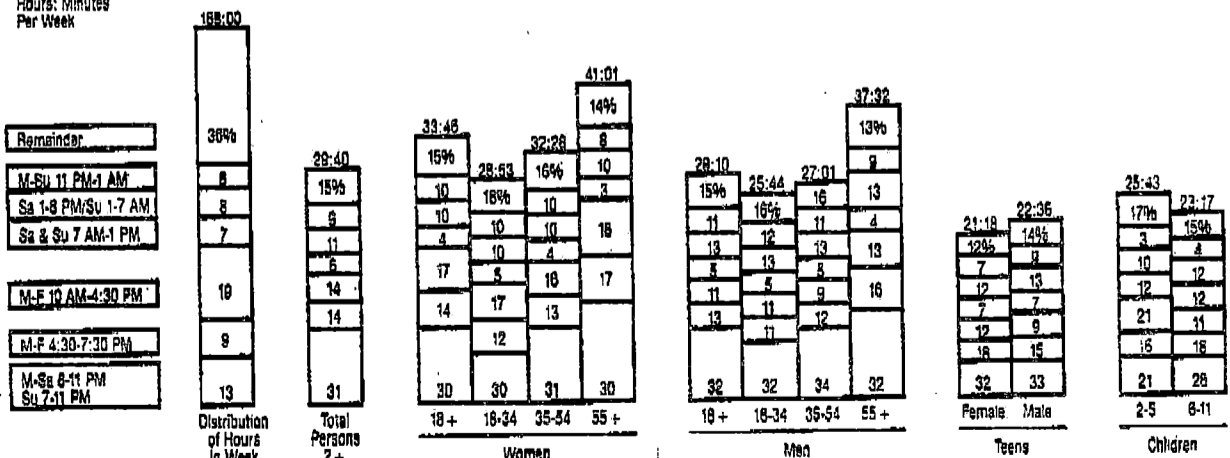
As a rule, younger children view television more than do older children, women more than men... and older adults more than younger men and women. Most spend the greatest amount of viewing time during the primetime evening hours. Younger children, however, spend as much time viewing daytime TV as they do watching primetime TV.



Weekly Viewing Activity for Women, Men, Teens and Children

November 1988 (Figures in Cars are Shares)

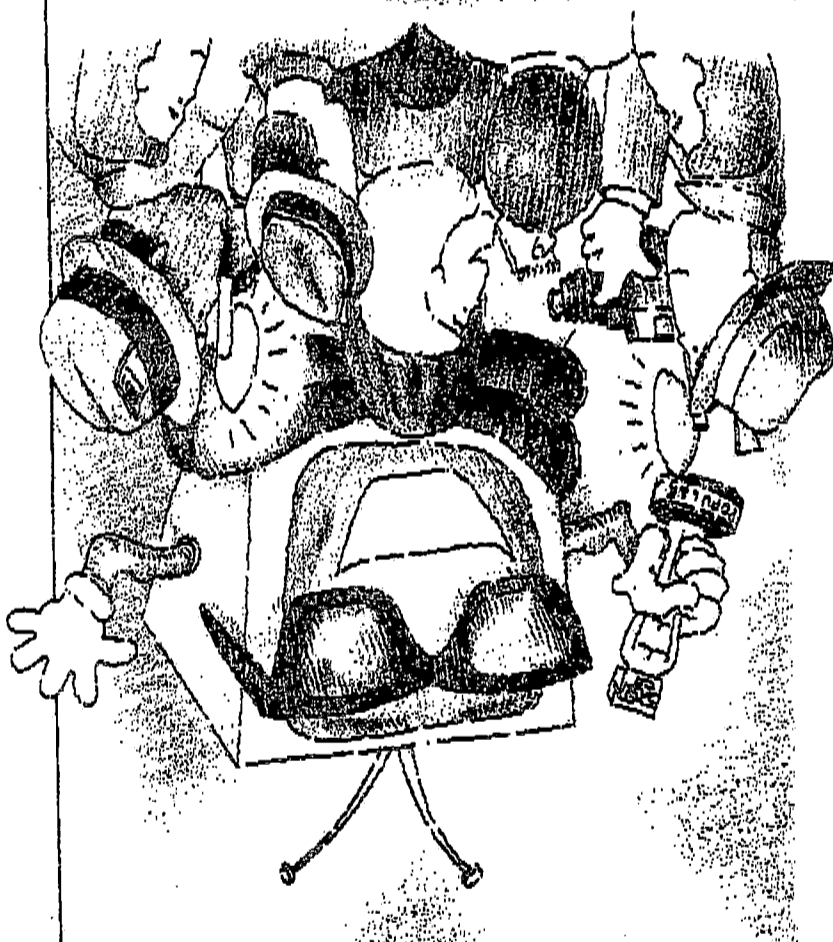
Hours: Minutes
Per Week



Nielsen Estimates: National Audience Demographics Report—November 1988

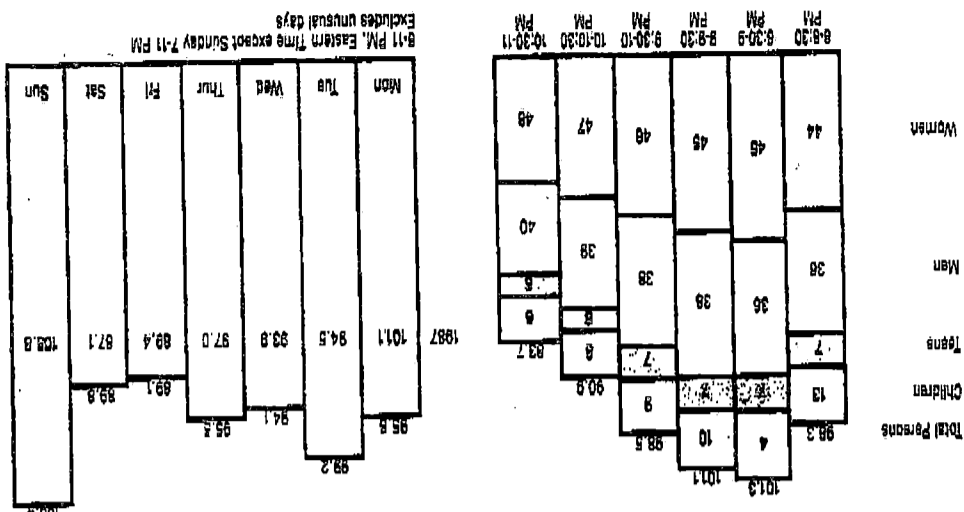
8:30 - 9:00 PM And Sunday Evenings, The Most Popular Viewing Times

The most popular viewing time of the day continues to be 8:30 to 9:00 PM and during that one-half hour time spot and all other primetime hours, women account for the greatest number of viewers. Again, as in preceding years, the most popular evening for television viewing remains Sunday night.



Persons Viewing Primetime (Average Minute)

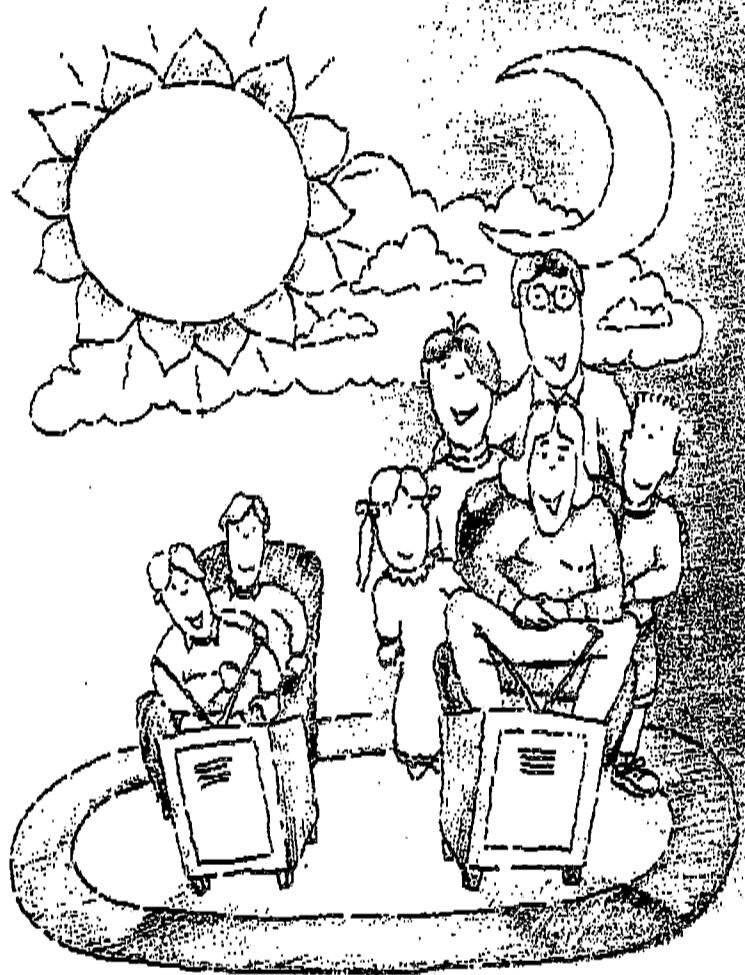
By Half Hour
% Share—November 1988
Total Persons 2+ (Millions)
November 1988



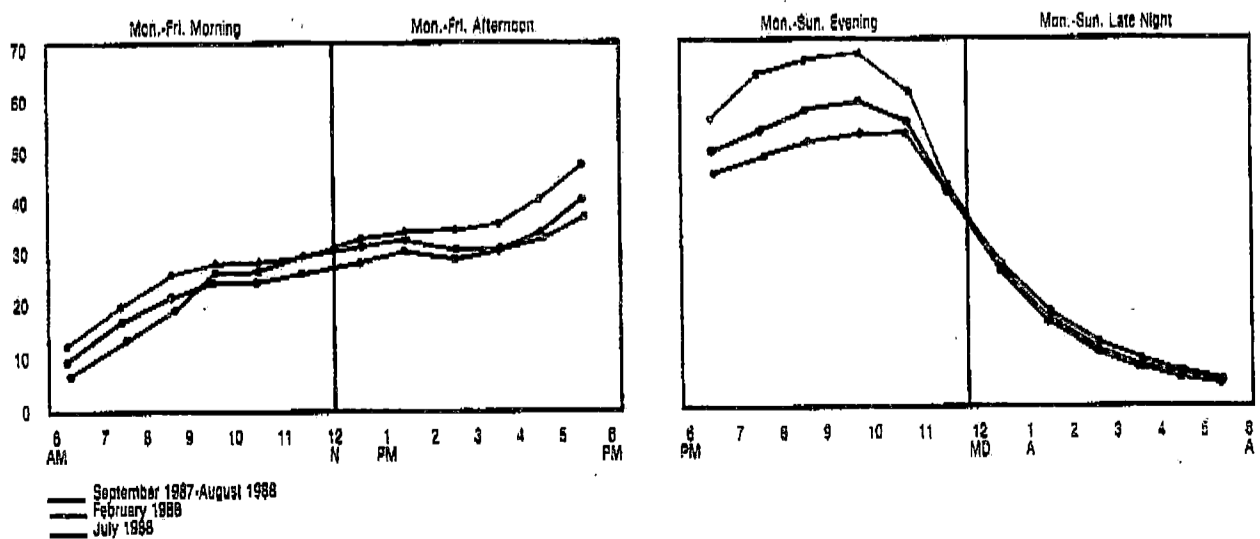
Audience Peaks In Mid-Evening

The television audience increases throughout the day, reaching a peak between 8 and 10 PM.

Late afternoon and early evening audiences are lower in summer than in winter. Early morning and late night audience levels do not show much change from season to season.



Percent of Households Using Television



Nielsen Media Research
Communications Department
Nielsen Plaza
Northbrook, IL 60062
Phone: (312) 498-6300
FAX: (312) 498-7657

*Peggy:
Please call
with questions.*

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ts and Sciences (NARAS) began to hand out awards, later's "Tonys" for "artistic". Among the first winners Enrico Modugno as Record Man of the Year was Henry Best Classical Performance, Burn & Kondrashin in the Male Pop Vocal, Ella Fitzgerald Male Pop Vocal, Perry Cord for Children, David

Bobby Darin.

BOOB TUBE: Televised Firsts

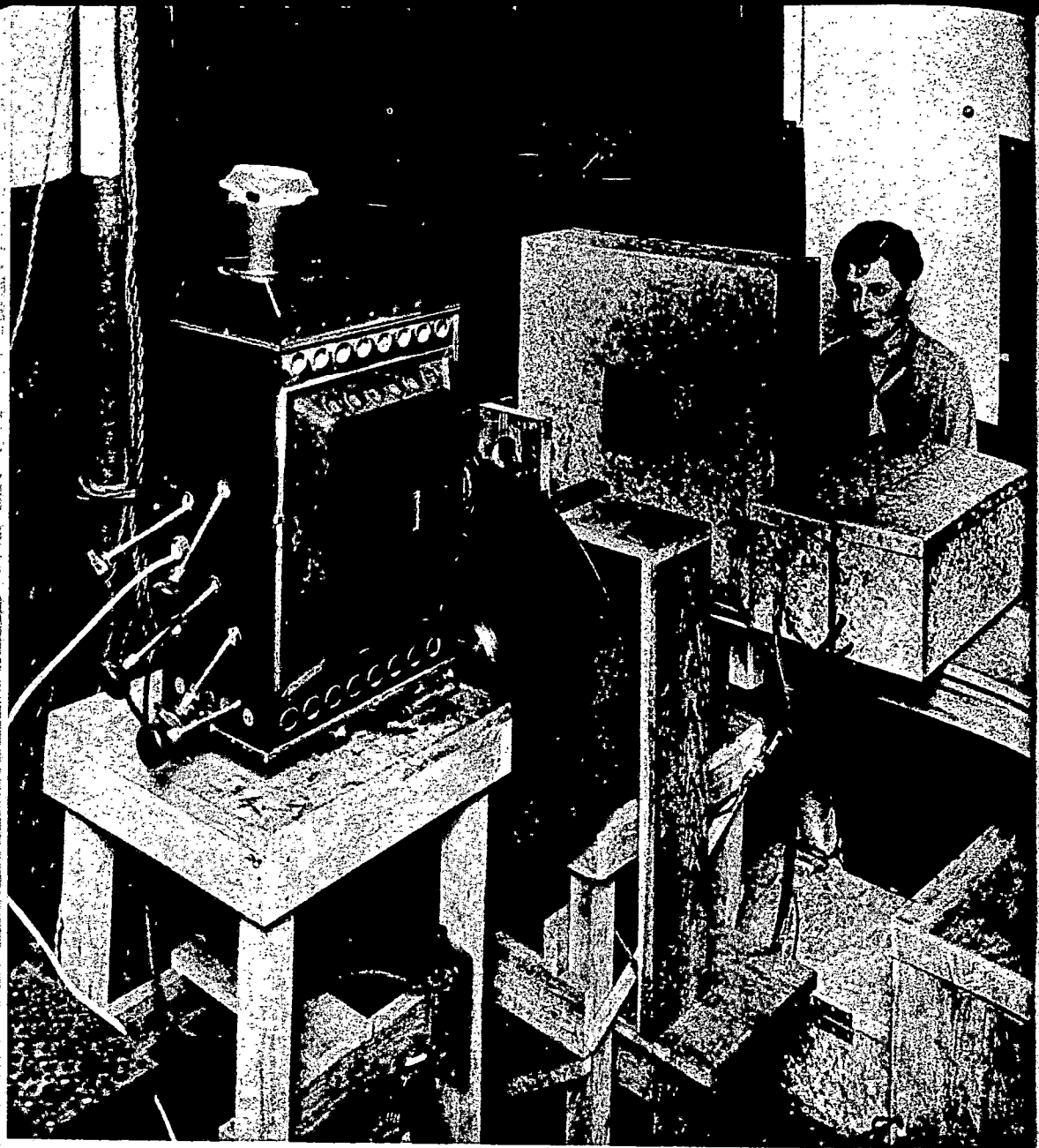
TEST PATTERNS

Television became theoretically feasible in 1884 with the invention of the Nipkow scanner by Paul Nipkow, a twenty-four-year-old German inventor. By 1925 two men working independently, J. L. Baird of Scotland and Charles Francis Jenkins of the United States, were able to transmit fuzzy pictures by wire. The Baird and Jenkins televisions (the word apparently appeared in print for the first time in *Scientific American* in 1907) were developed enough for the first intercity transmission (by wire) in 1927, when Secretary of Commerce Herbert Hoover, in Baltimore, was seen on a two and one-half-inch screen in the office of the president of A. T. & T, Walter Gifford, in New York. The two men spoke to one another by telephone. Station WGY in Schenectady, New York, inaugurated the first regular TV broadcast on May 11, 1928.

This infant television broadcasting used the Nipkow scanning principle, which depended on mechanical means—a rotating wheel—to break down and reconstruct the image, and it soon became clear that the system was inherently limited.

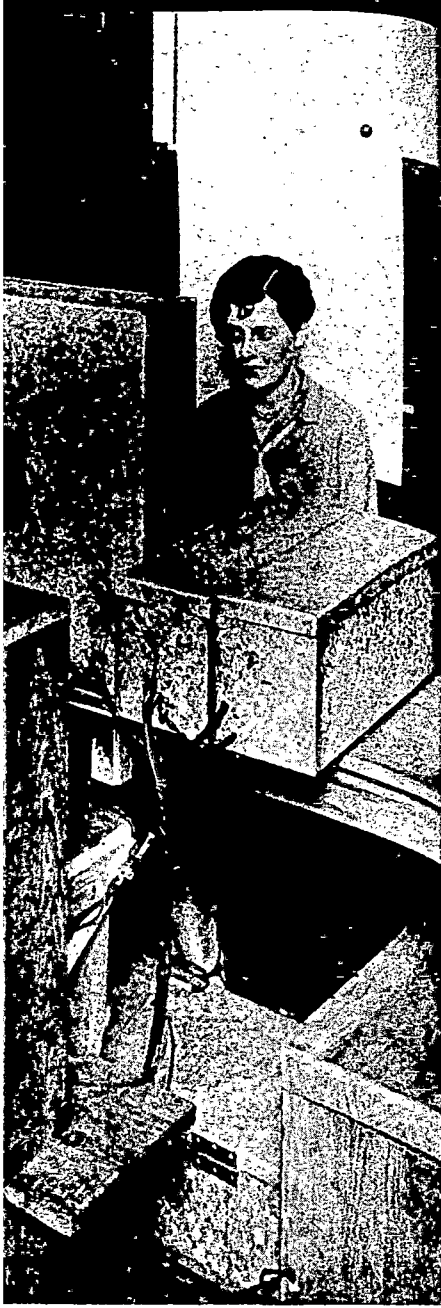
THE TURNING POINT

Television as we know it began in 1930 when Philo T. Farnsworth, a twenty-one-year-old inventor, patented his cathode-tube scanner,



The idiot box: This unidentified woman, who seems to be much in need of a good TV dinner, is being mesmerized by the early television built by Dr. E.F.W. Alexanderson of the General Electric laboratories in 1927-28. This photo, taken early in 1928 at the G. E. labs, shows the revolving wheel, or Nipkow scanner, used to transmit images in television's infancy. Within months, the first public broadcast would be made by station WGY, New York, and by 1930 the mechanical scanner shown here would be replaced by the electronic scanning tube that is the basis of modern television tubes.

THE BETTMANN ARCHIVE, INC.



ENTERTAINING FIRSTS

and Vladimir Zworykin of the Radio Corporation of America invented his iconoscopic camera and kinescopic tube. So important were these inventions that RCA for the first time was forced to pay royalties to an outside inventor—the youthful Farnsworth. RCA began its experimental station W2RBX in New York on July 30, 1930.

BUT HOW DID IT DO IN THE RATINGS?

Tuesday night, July 21, 1931: the historic, first scheduled TV program. Mayor Jimmy Walker of New York introduced the proceedings; George Gershwin played “Lisa”; the Boswell Sisters sang “Heebie-Jeebie Blues”; Henry Burbig did a comic “Little Red Riding Hood”; Helen Gilligan and Milton Watson sang current musical comedy hits; and, yes, folks, Kate Smith sang “When the Moon Comes Over the Mountain” on television for the first, but not the last, time.

EARLY RETURNS

Presidential elections were covered on television for the first time by CBS in 1932: Franklin D. Roosevelt versus Herbert Hoover. CBS—as is the norm today—predicted the winner early in the broadcast before final returns were in.

WHAT DO YOU THINK ABOUT . . . ?

One of television’s less ingratiating habits began in 1938 when NBC corralled pedestrians in Rockefeller Center and asked them the first “man-on-the-street” questions.

TV-SIDE CHATS

Franklin D. Roosevelt became the first President to appear on TV when he attended the opening ceremonies of the New York World’s Fair, Flushing Meadows, New York, 1939.

ms to be much in need of a television built by Dr. E.F.W. 1927–28. This photo, taken by wheel, or Nipkow scanner, within months, the first public park, and by 1930 the mechanical-electronic scanning tube that

THE BETTMANN ARCHIVE, INC.

PLAY BALL

The first major-league baseball telecast took place on August 26, 1939, the Brooklyn Dodgers against the Cincinnati Reds at Ebbets Field, broadcast on NBC.

"THEY LOOKED JUST LIKE POSTAGE STAMPS"

King George VI and Queen Elizabeth were the first royalty to appear on the tube, at the World's Fair, June 10, 1939.

PIGSKIN PARADE

The first football game on TV was broadcast on September 30, 1939, Fordham versus Waynesburg, in New York City.

TARA-IFFIC!

The first movie premiere to be televised was for *Gone With the Wind* at the Capitol Theatre, New York City, 1939.

PROUD AS A PEACOCK

Bell Lab scientists produced a color image as early as 1929, but it wasn't until August 27, 1940, that CBS demonstrated color TV to members of the FCC and the press at the Chrysler Building, where their transmitter was installed. The first public demonstration of color television was, again by CBS, on January 9, 1941.

THE FIRST WORD FROM OUR SPONSOR

On July 1, 1941 (on station WBNT, New York), the giant industry of television advertising was born when Bulova sponsored the first commercial—a camera focusing on one of their wristwatches with the announcer reading the time: "ten minutes after ten." The commercial cost nine dollars.

took place on August 26,
Cincinnati Reds at Ebbets

"PAGE STAMPS"

the first royalty to appear
), 1939.

ast on September 30, 1939,
ork City.

as for *Gone With the Wind*
1939.

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Chrysler Building, where
public demonstration of
nuary 9, 1941.

SPONSOR

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bulova sponsored the first
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utes after ten." The com-

ENTERTAINING FIRSTS

WHICH WAY TO SESAME STREET?

Educational television began January 23, 1942, when NBC started a training program for air raid wardens in the New York area.

AND NOW FOR THE BAD NEWS

Another demonstration of television's potential, for better or worse, came on July 26, 1938, with the first coverage of a suicide. John Warde jumped from a building ledge in New York City.

PRIME TIME: First Broadcasts of the Fourteen Longest-Running Programs

1. THE TONIGHT SHOW—26 SEASONS

Premiered September 27, 1954, on NBC with Steve Allen as host, after running since June, 1953, as a local program on WNBT-TV, the NBC flagship station in New York. The original format was not unlike the show's today—informal chatting, entertainment, guest stars. Among the early regulars were Gene Rayburn, Eydie Gorme, Steve Lawrence, and Andy Williams. Ernie Kovacs took over as host on October 1, 1956. After a change of title to *Tonight! America After Dark*, with a news-oriented format, which ran from January 28, 1957, to July 26, 1957, the show became *The Jack Paar Show*. Paar, along with Hugh Downs, hosted the program from July 29, 1957, to March 30, 1962. After Paar's much-publicized and emotional departure, the program again became *Tonight*. From April 2, 1962, to September 28 of that year, the show featured guest hosts, including Merv Griffin, Groucho Marx, and Art Linkletter. Johnny Carson, with sidekick Ed McMahon, made their debut on *The Tonight Show Starring Johnny Carson* on October 2, 1962. Carson and crew moved from New York to Burbank in May, 1972.

On May 6, 1980, the announcement was made that Carson had signed a three-year contract with NBC, for an amount reputed to be in excess of 5 million dollars a year. For those bucks, the Carson show would be trimmed from ninety minutes to sixty minutes, and Johnny would be required to appear in person four nights a week, with guest hosts the other evenings. In addition, the king of late night

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ASONS

with Steve Allen as host, program on WNBT-TV, the original format was not ing, entertainment, guest e Rayburn, Eydie Gorme, e Kovacs took over as host to *Tonight! America After* ch ran from January 28, *the Jack Paar Show*. Paar, am from July 29, 1957, to ized and emotional depar-

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as made that Carson had an amount reputed to be those bucks, the Carson ites to sixty minutes, and erson four nights a week, tion, the king of late night

ENTERTAINING FIRSTS

TV would be required to participate in the "development of new projects" with his employers.

2. **THE WONDERFUL WORLD OF DISNEY—26 SEASONS**

Premiered October 27, 1954. Originally titled *Disneyland*, this pioneering series, a mixture of cartoons, documentaries, nature, and adventure stories with a family-entertainment slant was a big gamble for NBC, but proved to be their first major hit show. The series—which ran until 1981—was variously titled *Walt Disney Presents*, *Walt Disney's Wonderful World of Color*, and *The Wonderful World of Disney*. The program was introduced each week by Disney himself until his death in 1966.

3. **THE ED SULLIVAN SHOW—24 SEASONS**

Premiered June 20, 1948, on CBS, under the title *Toast of the Town*. The first program was budgeted at \$1,375, with a whopping \$375 spent on talent. The guests on the first broadcast were concert pianist Eugene List, songwriters Richard Rodgers and Oscar Hammerstein II, and Dean Martin and Jerry Lewis, who received \$100 each for their talents. The June Taylor dancers—then called the Toastettes—were also on hand.

4. **GUNSMOKE—20 SEASONS**

This television institution premiered as a half-hour "adult" Western (as the producers billed it) on September 10, 1955. Matt Dillon, played by James Arness; Kitty, portrayed by Amanda Blake; and Doc, played by Milburn Stone, continued with the series until its demise on September 1, 1975.

5. **THE RED SKELTON SHOW—20 SEASONS**

Premiered on NBC, September 30, 1951. Skelton, who had been a big radio star, endeared himself to television audiences with his

DENNIS SANDERS

comic characters: Clem Kadiddlehopper, Freddie the Freeloader, and The Mean Widdle Kid. The last telecast was August 29, 1971.

6. **MEET THE PRESS—18 SEASONS**

If both nighttime and daytime broadcast years are combined, *Meet the Press* is by far the longest running series on television. It was originated as a radio program for *American Mercury* magazine by Martha Rountree and Lawrence Spivack in 1945, and was first aired on local television on November 6, 1947. Later that month (November 20) it moved to "network," which at that time consisted of exactly two stations. The show, with its format of a panel interviewing a public or political figure still intact, made its last nighttime broadcast August 29, 1965. It has been an old standby of Sunday afternoon programming ever since.

7. **WHAT'S MY LINE?—18 SEASONS**

This institution of a quiz show premiered February 16, 1950, on CBS, with John Daly as moderator. The first panelists were Dorothy Kilgallen, Harold Huffman, Louis Untermeyer, and Dr. Richard Hoffman. (Arlene Francis didn't make her appearance until the second show.) The show ended its long and dependable history on September 3, 1967.

8. **LASSIE—17 SEASONS**

Starring one of the most successful female impersonators in show business (the real Lassie was a boy dog), this spin-off from the successful movie series premiered September 12, 1954, and remained a Sunday night institution until September 12, 1971. Tommy Rettig was the original Jeff Miller, Lassie's boy companion.

9. **THE LAWRENCE WELK SHOW—17 SEASONS**

Welk's famous champagne bubbles first floated across the screen on July 2, 1955, on ABC, when it originated as a summer replacement

ERS

er, Freddie the Freeloader,
ecast was August 29, 1971.

IONS

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series on television. It was
American Mercury magazine by
in 1945, and was first aired
Later that month (Novem-
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: 12, 1971. Tommy Rettig
companion.

V—17 SEASONS

ated across the screen on
as a summer replacement

ENTERTAINING FIRSTS

show. The program continued as *Lawrence Welk's Dodge Dancing Party* (eventually acquiring the present name) until September 4, 1971. The show was dropped by the network because its audience was considered too old, but the show is still bubbling away as a popular syndicated weekly program, and neither the show nor its audience shows signs of dying off.

10. KRAFT TELEVISION THEATRE—16 SEASONS

This prestigious showcase for television drama premiered Wednesday, May 7, 1947, with a play called *Double Door* starring John Baragrey. The series originated on NBC, but from October, 1953, to January, 1955, Kraft sponsored a second drama series on ABC, which ran simultaneously with the competing network's program.

11. I'VE GOT A SECRET—15 SEASONS

CBS was able to duplicate its success with *What's My Line* when it premiered *I've Got a Secret* (with Garry Moore as moderator) on June 19, 1952. Among the first panelists were Bill Cullen, Henry Morgan, Faye Emerson, and Jayne Meadows. The show ran until April, 1967.

12. THE JACK BENNY SHOW—15 SEASONS

After becoming a household word in radio, Benny moved to TV on October 28, 1950, with a special which eventually developed into his long-running series. Eddie "Rochester" Anderson and Don Wilson were with Jack from the first to the last and, of course, Jack was still thirty-nine at the time of the last broadcast, September, 1965.

13. THE JACKIE GLEASON SHOW—15 SEASONS

Gleason was lured away from the Dumont network by CBS, along with Art Carney and the June Taylor dancers, and premiered his show with Columbia Broadcasting on September 20, 1952. "The Honeymooners" was originally a sketch done along with a variety

DENNIS SANDERS

of other Gleason bits, but it proved so popular that the variety format was dropped and the show became *The Honeymooners* on October 1, 1955, with Audrey Meadows as Alice Kramden, Art Carney as Ed Norton, and Joyce Randolph as Trixie. The series was dropped September 22, 1956 (though it is still regularly rerun), and *The Jackie Gleason Show* continued until September, 1970, in a variety format.

14. *THE PERRY COMO SHOW*—15 SEASONS

Premiered on NBC, Friday, December 4, 1948, as *The Chesterfield Supper Club*. Originally not much more than a filmed fifteen-minute radio show, *The Perry Como Show* expanded considerably in both time and sophistication during its long run until June 12, 1963.

SENT BY: AC NIELSEN CO
FAX Transmittal

10-18-89 2:06PM

ACN MR GRP MGMT

4566218: # 1/ 6

Nielsen Media Research
Communications Department
Nielsen Plaza
Northbrook, IL 60062
Phone: (312) 498-6300
FAX: (312) 498-7657

*Peggy:
Please call
with questions.*

DATE: 10/18/89 NUMBER OF DOCUMENT PAGES: 6
FROM: Kimi Lloyd LOCATION: Nielsen
TO: Peggy Dooley LOCATION: _____
DEPT: _____

RECEIVING LOCATION MAKE COPIES FOR:

SPECIAL INSTRUCTIONS:

PHONE# :
(312) 498-6320
X 2414

Estimates of U.S. TV Households†
 January 1, 1990
 (Effective August 28, 1989)

	000	%
Total U.S.	92,100	100
Territory		
Northeast	20,430	22
East Central	12,760	14
West Central	14,890	16
South	27,510	30
Pacific	16,510	18
(including Alaska & Hawaii)		
County Size		
A	38,360	42
B	28,010	30
C & D	25,730	28
Household Size		
1	21,620	23
2	29,950	33
3+	40,530	44
4+	24,040	26
H*Hold Size 1-2 with		
HOH Under 50	22,110	24
HOH 50+	29,460	32
Cable Subscriber		
Total Cable	51,900	56
Pay	27,120	29
Basic	24,780	27
No Cable	40,200	44
[Cable % as of 7-89 applied to 1-1-90 TV hholds]		
Lady of House 18+		
18-34 Yrs.	23,760	26
35-54 Yrs.	30,480	33
55 Yrs. & Over	26,510	29

†Including Alaska & Hawaii

*Includes all persons under 18, whether children of household head or not.

Estimates of U.S. TV Households†
 January 1, 1990
 (Effective August 28, 1989)

	000	%
Presence of Non-Adults		
None under 18	57,510	62
Any Under 18*	34,590	38
Any Under 12	25,990	28
Any Under 6	16,300	18
Any Under 3	9,660	10
Any Aged 6-11	16,070	17
Any Aged 12-17	15,580	17
Household Income		
Under \$15,000	23,820	26
\$15,000-\$19,999	8,520	9
\$20,000 and Over	59,760	65
\$20,000-\$29,999	15,190	17
\$30,000 and Over	44,570	48
\$30,000-\$39,999	13,790	15
\$40,000 and Over	30,780	33
\$50,000 and Over	20,330	22
\$60,000 and Over	13,200	14
Selected Upper Demographics		
\$30,000+ and . . .		
Any Non-Adults	19,730	21
HOH Prof/Own/Mgr	16,050	17
HOH 1+ Yrs. College	24,390	26
\$40,000+ and . . .		
Any Non-Adults	13,720	15
HOH Prof/Own/Mgr	12,780	14
HOH 1+ Yrs. College	18,510	20
Education of Head of House		
0-8 Yrs. Grade School	10,830	12
0-3 Yrs. High School	21,990	24
1-3 Yrs. High School	11,160	12
4 Yrs. High School	33,650	37
1+ Yrs. College	36,460	39
4+ Yrs. College	20,470	22

Estimates of Persons in U.S. TV Households†
 January 1, 1990
 (Effective August 28, 1989)

	(000)	%	Per 1,000 H*Holds
Total 2 & Over	235,230	100	2,554
Women By Age			
15-24	17,450	7	189
18-24	12,640	5	137
18-34	33,890	14	368
18-49	59,990	26	651
21+	89,390	38	971
21-49	54,780	23	595
21-54	60,690	26	659
25-49	47,350	20	514
25-54	53,260	23	578
35-64	43,220	18	469
65+	17,490	7	190
Total 18+	94,600	40	1,027
Men By Age			
15-24	17,490	7	190
18-24	12,530	5	136
18-34	33,680	14	366
18-49	59,700	25	637
21+	80,420	34	873
21-49	53,550	23	581
21-54	59,050	25	641
25-49	46,170	20	501
25-54	51,670	22	561
35-64	40,330	17	438
65+	11,560	5	126
Total 18+	85,570	37	929
Teens (12-17)			
Male	9,960	4	108
Female	9,510	4	104
Total 12-14	9,800	4	106
Total 15-17	9,770	4	106
Total Teens	19,570	8	212

4566218;# 3/ 6
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 ;10-18-89 ; 2:07PM ;
 SENT BY:AC NIELSEN CO

Estimates of Persons in U.S. TV Households†
 January 1, 1990
 (Effective August 28, 1989)

	(000)	%	Per 1,000 H'holds
Children (2-11)			
Male 2-11	18,100	8	197
Male 6-11	10,720	5	116
Female 2-11	17,390	7	189
Female 6-11	10,300	4	112
Children 2-5	14,470	6	157
Children 6-8	10,630	5	115
Children 8-11	21,020	9	228
Children 9-11	10,390	4	113
Total Children	35,490	15	385
Working Women**			
18+	41,670	18	452
18-49	33,970	14	369
LOH 18-49 in H'holds with Child Under 3	9,170	4	100

†Including Alaska & Hawaii
 **Women 18+ working 30 or more hours/week away from home.

Nielsen Media Research

a company of
 The Donk Broadcast Corporation

NIELSEN TELEVISION INDEX

1290 Avenue of the Americas
 New York, New York 10104
 Telephone: 212-708-7500

205 North Michigan Avenue
 Chicago, Illinois 60601
 Telephone: 312-819-5500

2201 Walnut Avenue
 Fremont, California 94538
 Telephone: 415-745-7200

NIELSEN STATION INDEX

NIELSEN SYNDICATION SERVICE

NIELSEN HOMEVIDEO INDEX

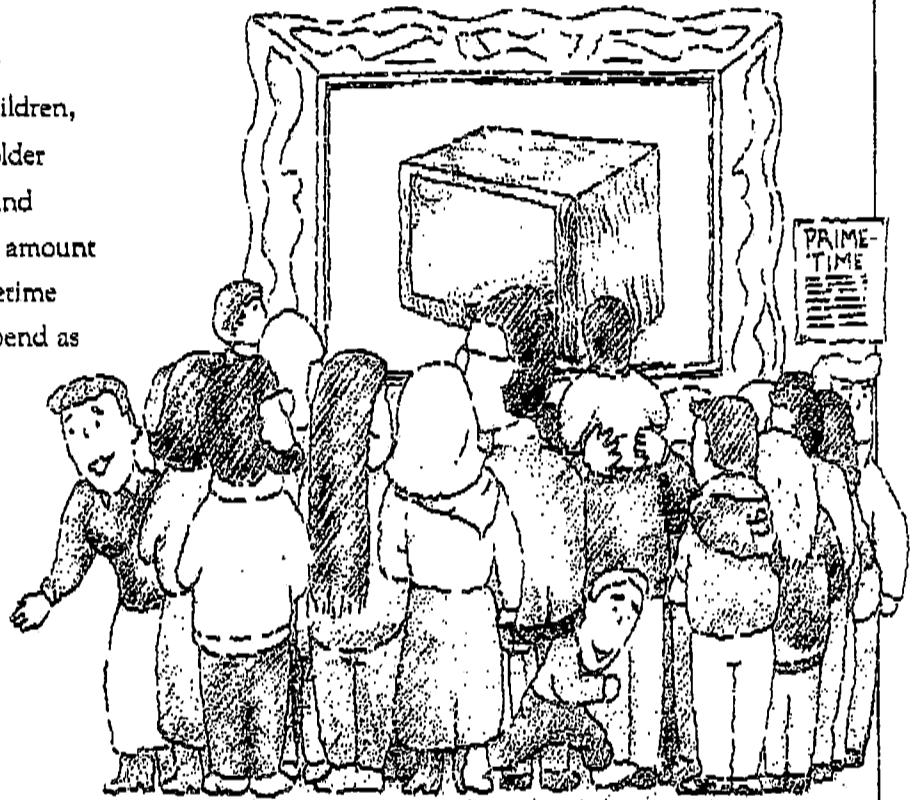
0658/9-88/5000/AR/MR

Nielsen Television Index
 NTI Household and Persons
 Estimates 1989-1990

Nielsen

Who Is Viewing TV

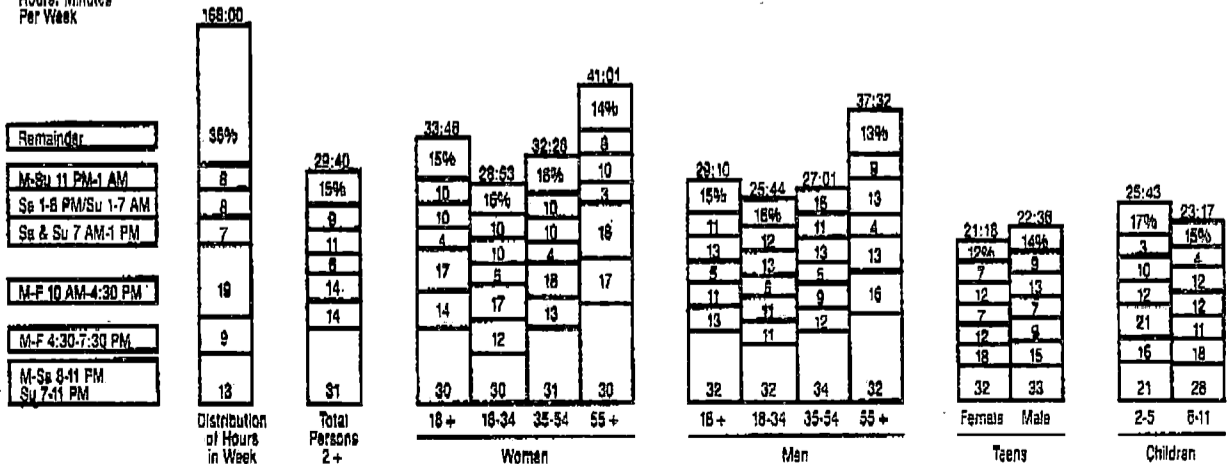
A As a rule, younger children view television more than do older children, women more than men... and older adults more than younger men and women. Most spend the greatest amount of viewing time during the primetime evening hours. Younger children, however, spend as much time viewing daytime TV as they do watching primetime TV.



Weekly Viewing Activity for Women, Men, Teens and Children

November 1988 (Figures in Bars are Shares)

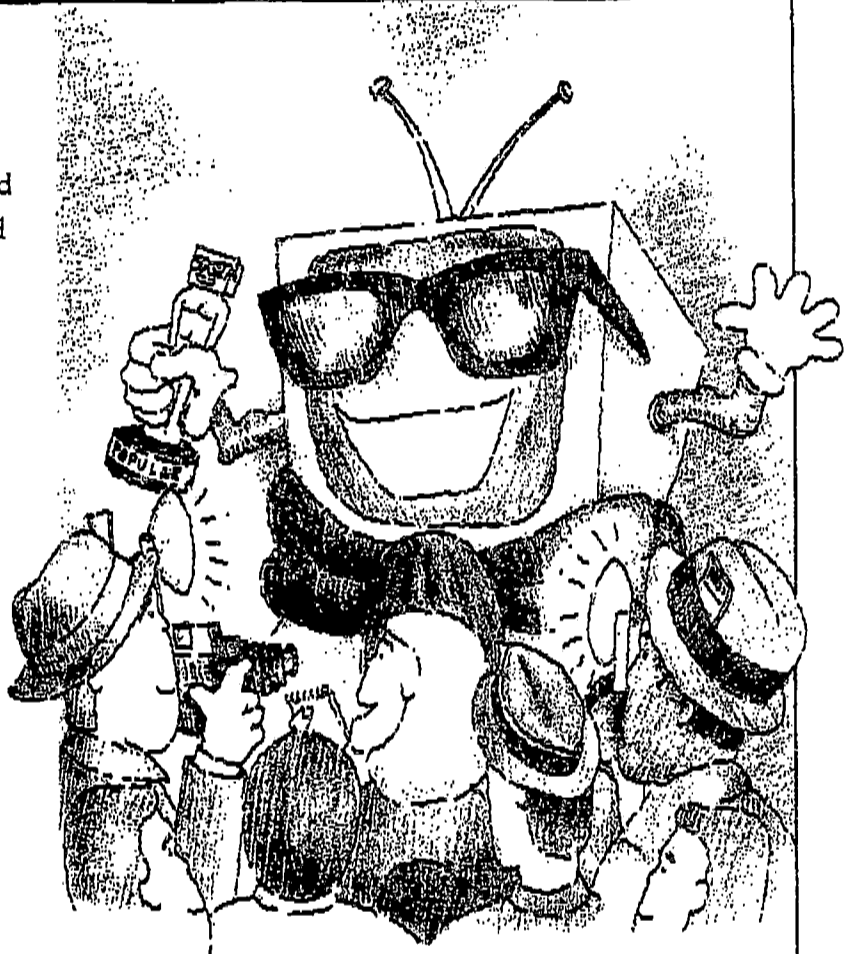
Hours: Minutes
Per Week



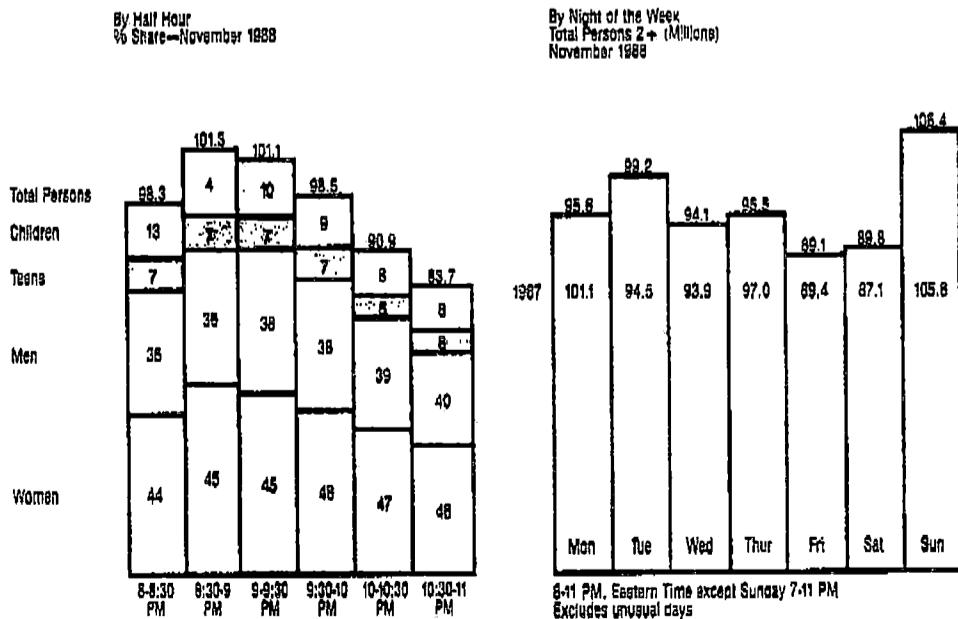
8:30 - 9:00 PM And Sunday Evenings, The Most Popular Viewing Times

T

The most popular viewing time of the day continues to be 8:30 to 9:00 PM and during that one-half hour time spot and all other primetime hours, women account for the greatest number of viewers. Again, as in preceding years, the most popular evening for television viewing remains Sunday night.



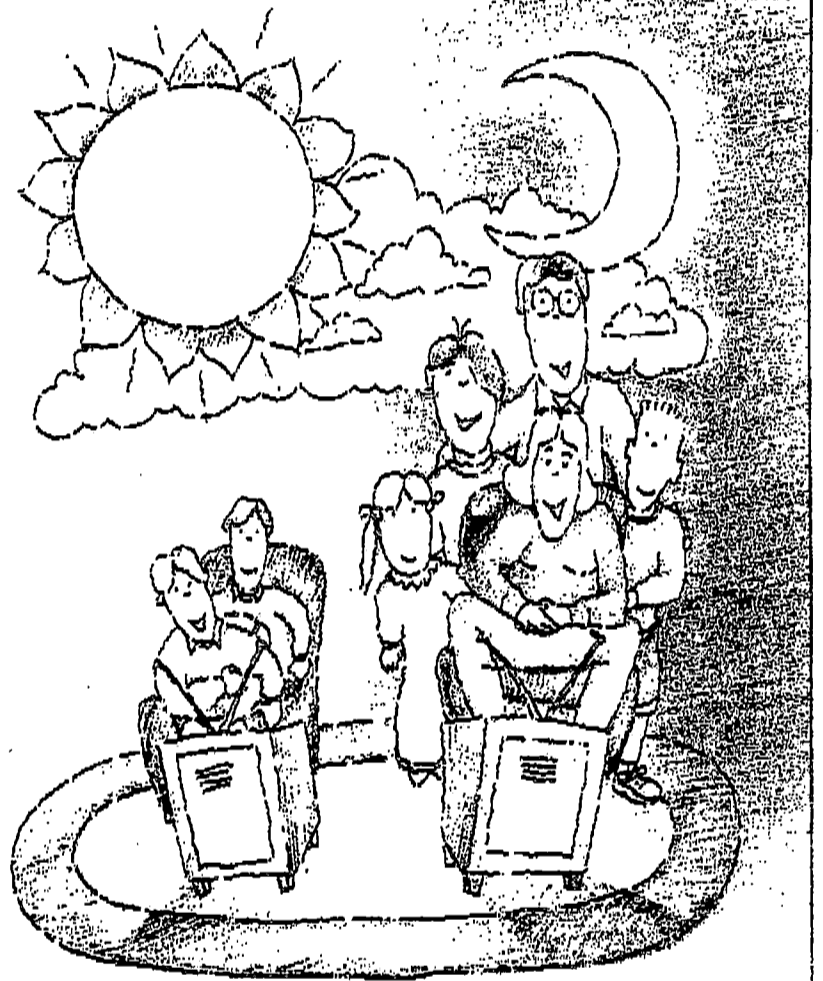
Persons Viewing Primetime (Average Minute)



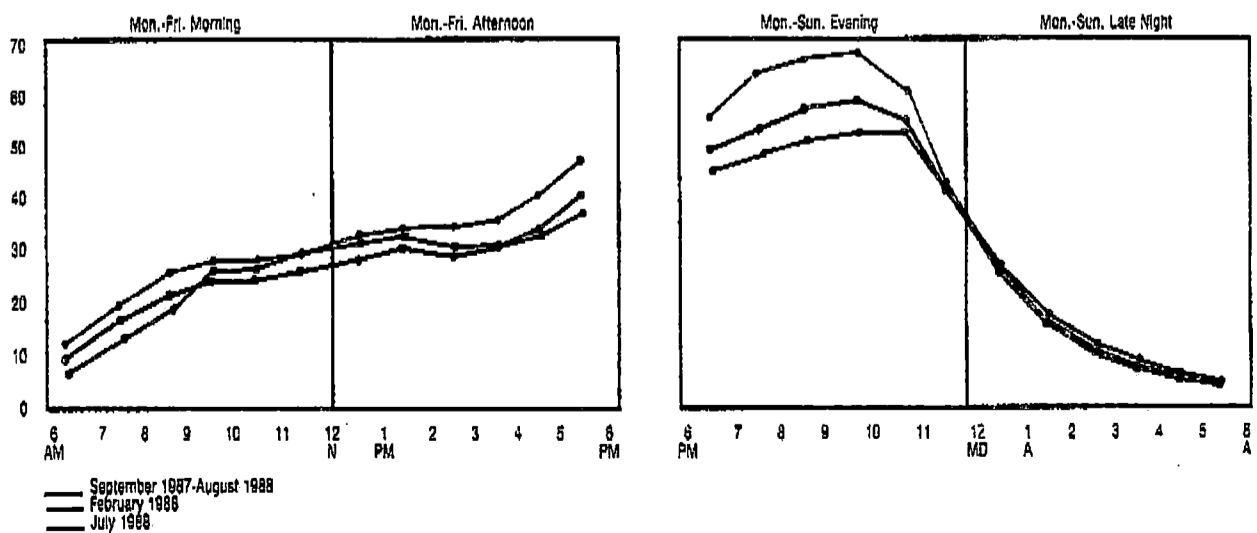
Audience Peaks In Mid-Evening

The television audience increases throughout the day, reaching a peak between 8 and 10 PM.

Late afternoon and early evening audiences are lower in summer than in winter. Early morning and late night audience levels do not show much change from season to season.



Percent of Households Using Television



THE WHITE HOUSE
WASHINGTON

MEMORANDUM

10/13/89

TO: GREG PETERSMEYER/SIG ROGICH
FROM: JOSEPH W. HAGIN
SUBJECT: APPROVED PRESIDENTIAL ACTIVITY

Mentally

EVENT: Ceremony honoring TV Network Community Service

DATE: October 25, 1989 - Wednesday

TIME: 2:05 pm

DURATION: 15 minutes

LOCATION: Rose Garden

ATTIRE: Business Suit

REMARKS REQUIRED: Yes

MEDIA COVERAGE: Open

FIRST LADY
PARTICIPATION: TBD

ADDITIONAL
INFORMATION:

CONTACT: _____

TELEPHONE: OFFICE _____ HOME _____

NOTE: PROJECT OFFICER, SEE ATTACHED CHECKLIST

Ed Rogers
James Cicconi
Fred McClure
Susan Porter Rose
Patty Presock
Chriss Winston
Laurie Firestone
William Kristol
Jackie Kennedy

Marlin Fitzwater
David Demarest
Jean Lamb
Sig Rogich
John Keller
Tim McBride
J. Bonnie Newman
Paul Bateman

David Bates
David Valdez
USSS - PPD
Gary Walters
WHCA Audio/Visual
WHCA Operations
C. Boyden Gray
Bruce Zanca

ROGERS & COWAN, INC.
PUBLIC RELATIONS

MONICA BOURKARD
LOS ANGELES, CALIFORNIA 90067-7007
TELEX 987441
FAX (213) 552-0412

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100

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202/456 2461

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Ferry Lyles

FIRM:

DIVISION:

CITY/STATE:

FROM:

NAME:

Stacy Hatcher

DIVISION:

TELEPHONE NO:

COMMENTS:

ROGERS & COWAN, INC. FAX NUMBER: (213) 201-0361

CLIENT:

Prime Time

TOTAL # OF PAGES:

7

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Tel: (212) 512-2000 Fax: (212) 512-2001

Important Issues for Americans

- Every day, 35,000 of us around the world die of hunger-related causes.
- In 1988, requests for emergency shelter by homeless American families increased by 18%.
- 32.5 million Americans live below the poverty line; one in five American children live in poverty.

Not only do we have a problem within our own communities, but we also are touched by the effects of hunger and poverty around the world, impacting our economy, security and environment. We know how these conditions can dominate a family's life and hamper its future. They have the same effect on our own world's family.

A new national volunteer effort is critical to meet the needs of the poor in shelters, soup kitchens, food banks, housing projects, job training and education.

The Prime Time to End Hunger Initiative is designed to help make ending hunger, homelessness and poverty a major national priority, using the power of primetime television to alert Americans and assist them in taking significant action that can save lives and insure our common futures.

What is Prime Time to End Hunger?

The Prime Time to End Hunger campaign intends to bring increased public awareness to the issues of hunger, homelessness and poverty so that Americans can take volunteer actions needed to end the conditions.

The End Hunger Network has invited the involvement and received the commitments of the three major television networks, top primetime television producers, telecommunications companies, corporate sponsors and private voluntary organizations that are involved with these issues.

Our goal: At least 100,000 viewers will be linked with meaningful volunteer opportunities toward ending hunger, homelessness and poverty in their communities and around the world.

It is not a telethon to raise money; it is using the best of primetime television to increase awareness and volunteerism.

How will this be done?

- Top primetime television shows from each of the three major networks will broadcast specific episodes about hunger, homelessness or poverty.
- Using their regular characters and plotlines and integrating the issues into their shows, without being dogmatic, preachy or heavy-handed.



TO END HUNGER

- The broadcasts are currently planned over a two-week period in early December 1989.
- Each show will display a (900) number at its conclusion for interested individuals who want to act. They will be offered information about activities and organizations working to end hunger, homelessness and poverty and encouraged to contact their local Volunteer Center.

Which shows are currently committed?

- **The Cosby Show** — 93,460,656 viewers
- **Cheers** — 50,505,628 viewers
- **Designing Women** — 35,724,355 viewers
- **Murder She Wrote** — 50,807,512 viewers
- **thirtysomething** — 29,989,408 viewers
- **Who's the Boss** — 82,212,328 viewers

If all the regular viewers were to watch these shows during the Prime Time to End Hunger period, we would reach 292 million viewers. (Based on February 6-12, 1989 A.C. Nielsen rating points, 60.4 million viewing U.S. households with 2.59 persons per household.)

How will the viewers get involved?

- Interested viewers who call the (900) number displayed at the end of each show will be sent information that will link them with local volunteer activities.
- This information will let callers know how to volunteer, what to look for in an organization, what opportunities are available — a Volunteer Consumer's Guide referring them to any of the thousands of nonprofit organizations linked together by the End Hunger Network, The United Way of America, Volunteer and The National Emergency Food and Shelter Program, where individuals can meaningfully volunteer their time, energy, talents and resources.
- The local Volunteer Centers will interview callers to enable them to discover appropriate volunteer activities or organizations, based on their skills, time availability and interests.

- The Volunteer Center network already exists, featuring more than 300 local centers around the country that currently act as clearinghouses between interested volunteers and local nonprofit organizations.
- We recognize that some people may want to send money to organizations as a result of being inspired by the television shows. They can find addresses for these organizations in the volunteer information that will be sent to them after they call.

How will the Prime Time to End Hunger campaign be financed?

- Through contributions from corporations, individuals, service organizations, foundations and others who see the value of this initiative and want to make sure it happens.
- We can't put a price tag on the value of the primetime shows. The networks and producers are providing the opportunity to reach the largest television viewing audience over a two-week period in history with an invitation to become involved in community volunteerism.

This has to be one of the largest contributions ever made by any group of corporations. But it has just opened the door to the opportunity...and the need for more support.

What is the End Hunger Network?

The End Hunger Network is a nonprofit 501(c)(3) organization dedicated to focusing the power of the communications media and the entertainment community on helping create the popular and political will to end the deaths due to chronic hunger.

Since 1983, by bringing together entertainment personalities, nonprofit agencies, businesses, educators and media executives, the End Hunger Network has produced innovative public events, television programs and educational materials including the educational segments of Live Aid and the Presidential End Hunger Awards. An active Houston Chapter serves as a model for mobilizing community action.

Who Else is Involved?

Volunteer: The National Center is the national leadership organization for volunteering, serving as the national advocate for Volunteer Centers, working with corporations that sponsor employee programs and providing training and support to individual leaders and managers nationwide. **The United Way of America** coordinates 2300 local United Ways throughout the country, providing human services. **The National Emergency Food and Shelter Program** brings together churches, local food banks, shelters and soup kitchens to address the immediate needs of the poor throughout the country.

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TO END HUNGER

Contact: Stacy Hatch
(213) 201-8866

FOR IMMEDIATE
RELEASE
October 25, 1989

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Keith Adlis
Keith Adlis & Associates
Monte Factor
Chairman, End Hunger Network
David Goldsmith
*Executive Producer
Lifetime Television*
Jerry Michaud
*Executive Director
End Hunger Network*

Sponsors

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Actor
Willie Campbell
President, GEF International
Jay Chiat
*Chairman/CEO
Chiat/Day Inc. Advertising*
Barbara Corday
*Executive Vice President
CBS Entertainment*
Bill Cosby
Actor
Warren Cowan
*Chairman
Rogers & Cowan Public Relations*
Ted Danson
Actor
Peter Davies
*President, Interaction
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*Assistant Vice President &
Head of Worldwide Television
William Morris, Inc.*
Senator Edward Kennedy
United States Senate
Congressman Mickey Leland
*Chairman, U.S. House
Select Committee on Hunger*
Brandon Tartikoff
President, NBC Entertainment
Tony Thomas
*President
Tom-Thomas-Lewis Productions*
Jack Valenti
*President, Motion Picture
Association of America*

TV NETWORKS JOIN IN "PRIME TIME" EFFORT TO STIMULATE VOLUNTEERISM

The three major television networks, ABC, NBC and CBS, are joining forces to raise public awareness and promote volunteerism. The Prime Time to End Hunger campaign is designed to help make ending hunger, homelessness and other social problems a national priority by encouraging volunteerism nationwide.

Commitments have been made by the three major television networks, top primetime producers, telecommunications companies, corporate sponsors and private voluntary organizations to work together in a campaign to encourage at least 175,000 Americans to volunteer an hour per week and improving their communities.

During the month of December, each network will present two primetime television series with episodes dealing with hunger, homelessness, poverty or other issues which can be impacted by volunteerism.

The shows currently involved are "The Cosby Show," "thirtysomething," "Golden Girls," "Cheers," "Murder She Wrote," "Head of the Class," as well as other hit series. These shows have the combined potential of reaching 290 million viewers.

At the end of each show, one of the stars will invite viewers to call a special (900) number to receive information that will help them become involved as a volunteer.

Ted Danson, star of NBC's "Cheers," said, "We're inviting viewers to join us in making the world a better place, however they can. Hunger and homelessness are two issues that we can do something about, but they're not the only ones. Every individual can make a difference, even if it's only touching one other person's life. The point is: do something."

AT&T, U.S. Sprint and MCI are working to create a phone network system to handle the projected 3-5 million calls. Viewers who call the (900) number

Prime Time to End Hunger (cont.)

will receive information that will link them with local volunteer agencies. The United Way of America and VOLUNTEER: The National Center are coordinating the volunteer response system and have assisted in preparing the Volunteer Handbook. The Handbook is designed as a "consumer's guide" to volunteering, and will facilitate viewers in selecting appropriate activities.

"Problems such as hunger, homelessness, drug abuse and destruction of the environment are everyone's problems. Solving them will require everyone's participation. That's why leaders in the entertainment community have given their enthusiastic support to this innovative and far-reaching campaign."

The co-chairs of this event are Keith Addis, celebrity personal manager; Monte Factor, chairman of the End Hunger Network; David Goldsmith, senior vice president of creative affairs, Grant Tribune Productions; and Jerry Michaud, executive director of the End Hunger Network.

#

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TO END HUNGER

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Kelth Adlis & Associates

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*Executive Producer
Lorimar Television*

Jerry Michaud
*Executive Director
End Hunger Network*

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Actor

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President, OEF International

Jay Chiat
*Chairman/CEO
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Barbara Corday
*Executive Vice President
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Bill Cosby
Actor

Warren Cowan
*Chairman
Rogers & Cowan Public Relations*

Ted Danson
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Peter Davies
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Brandon Tartikoff
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Tony Thomas
*President
Witt Thomas-Harris Productions*

Jack Valenti
*President, Motion Picture
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Historic Three-Network Accord

"PRIME TIME TO END HUNGER" CAMPAIGN TO DEBUT ON PRIMETIME TV IN DECEMBER

**Top-Rated Series on ABC, NBC and CBS
to Broadcast Episodes on Key Social Issues;
Volunteerism, Not Money, is Project's Goal**

HOLLYWOOD -- The three major American television networks and six of their top-rated programs will participate in "Prime Time to End Hunger," an unprecedented cooperative humanitarian effort by the media, volunteer organizations, corporations and telecommunications companies.

The campaign will focus the nation's attention on hunger, homelessness, poverty and other social issues that can be dramatically changed by increased volunteerism.

ABC, CBS and NBC have agreed to air episodes specifically written for this event, which is scheduled for the first three weeks in December. Spokespersons say one of the campaign's major goals is to encourage a minimum of 175,000 Americans to become active participants in existing volunteer efforts or to create their own activities.

This is the first time all three TV networks have agreed to mutually back a single social initiative with the strength of their primetime broadcasting.

The campaign has been developed by the End Hunger Network, a national nonprofit organization that focuses the power of the media on ending hunger. The United Way of America, VOLUNTEER: The National Center, and The Emergency Food and Shelter National Board are actively joining the End Hunger Network in this effort.

From December 1 through 20, "The Cosby Show" and "Cheers" (NBC), "Murder She Wrote" and "Designing Women" (CBS), and "thirtysomething" and "Head of the Class" (ABC) will each air single episodes dealing with

An Initiative of the End Hunger Network
in Cooperation with the Three Major Television Networks

Prime Time to End Hunger (cont.)

aspects of these issues. At the end of each show, viewers will be invited to phone a special (900) number to receive information about these issues and how they can help solve these problems in their communities, in the nation and around the world.

More than three million people are expected to phone and receive guides to volunteering with existing organizations, as well as information on how they might initiate their own social action programs.

Based on average weekly ratings, an estimated 290 million viewers in the U.S. could collectively watch these episodes during the campaign's three-week run. "This is an unprecedented event in the history of social action," said Jerry Michaud, executive director of the End Hunger Network. "We'll reach the largest U.S. television audience ever assembled for an event of this kind.

"If just one-tenth of one percent of all the people who regularly watch these shows were to become active volunteers, hunger, homelessness and other needless social problems could significantly be reduced."

Prime Time to End Hunger is also unique for an event of its magnitude because no funds are being solicited. "This is not a telethon," said Michaud. "Instead, it's using the unparalleled power of television's primetime broadcasting to stimulate people to help solve our mutual social problems by making a personal commitment to take action in whatever way they choose -- so long as they take action."

In addition to coordinating the involvement of the three television networks and individual program producers, the End Hunger Network will work with United Way, VOLUNTEER and the Emergency Food and Shelter National Board to refer what is anticipated to be an unprecedented number of new volunteers to local agencies, as well as national and international organizations working on these issues.

From December 1-20, the programs will air during primetime hours. (Scheduling will be announced shortly.) Each show's social issue will be fully integrated with its regular entertainment format and characters that have made the show successful.

The (900) calls are each expected to cost approximately \$2.00, and will be charged to the caller's regular telephone bill. All money collected will pay for the cost of providing the phone service, including line charges, printing and mailing of materials to prospective volunteers.

Within several days of their call, a Volunteer Handbook, jointly prepared by United Way, VOLUNTEER and the End Hunger Network, will be mailed to each caller. "We look on this booklet as a consumer's guide to volunteerism," said Michaud. "The

Prime Time to End Hunger (cont.)

pamphlet will outline ways in which volunteering can be a personally enriching experience, as well as useful to those being helped. We want volunteers to discover how they can make a difference in other peoples' lives, so they'll want to get involved with existing organizations or even start new ones where they see a need."

Through special computer printing technology, each Volunteer Handbook will also identify the phone number of the individual caller's local Volunteer Center or United Way, where they can call to be referred to local, national or international organizations seeking volunteer assistance.

The event will be supported by an extensive public relations and advertising campaign in the electronic and print media to amplify the message of the network TV effort. A variety of corporate sponsors have already come forward to support this event, including Archer-Daniels-Midland, Polaroid, Webercraft Industries, Sony Corporation of America and A&M Records.

The Polaroid Education Program will distribute specialized learning materials to more than 120,000 elementary and high school teachers nationwide in conjunction with the shows.

Prime Time to End Hunger is an initiative of the End Hunger Network, a Los Angeles-based nonprofit organization founded in 1983. Its purpose is to focus the power of the communications media and the entertainment community on helping to create the popular will to end hunger and deaths due to hunger-related causes.

Some of the End Hunger Network's previous activities include producing the educational and fundraising segments during the 1985 Live Aid Concert, and producing the annual U.S. Presidential End Hunger Awards, which honor citizens who have made outstanding contributions toward ending hunger.

#

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TO END HUNGER

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in Cooperation with the Three Major Television Networks**

Prime Time to End Hunger (cont.)

aspects of these issues. Audience members will be invited to phone a special (900) number to receive information about these issues and how they can help solve these problems in their communities, in the nation and around the world.

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Within several days of their call, a Volunteer Handbook, jointly prepared by United Way, VOLUNTEER and the End Hunger Network, will be mailed to each caller. "We look on this booklet as a consumer's guide to volunteerism," said Michaud. "The

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Lorimar Television
Jerry Michaud
Executive Director
End Hunger Network

From: Skip Ferderber
HartFerd Communications
(213) 460-6807

FOR IMMEDIATE
RELEASE
October 25, 1989

To: All Editors

**HISTORY'S LARGEST PHONE
NETWORK BEING ASSEMBLED FOR
"PRIME TIME TO END HUNGER"**

**Prime Time TV Campaign Also Marks Coming of Age
of (900) Service as a National Response Medium**

Washington D.C. -- The largest ad hoc telephone network in history is being assembled to support the Prime Time to End Hunger private initiative, airing on the NBC, ABC and CBS television networks during prime time hours in December. The phone network will handle the millions of callers expected to respond to the appeal for heightened public awareness about hunger and other issues, and the promotion of volunteerism.

The announcement was made today (10/25) at a White House kickoff for the Prime Time to End Hunger campaign, hosted by President and Mrs. Bush in the Rose Garden.

The campaign marks the first time that the major TV networks have together supported a single social initiative with the strength of their prime time programming.

It is also the debut of a nationwide (900) number service during the potent 8 p.m. to 11 p.m. TV viewing hours, invariably the time period that attracts most of the nation's viewers. In (900) services, the caller pays for each call.

The Prime Time project, created by The End Hunger Network, a Hollywood-based nonprofit agency, has enlisted top TV series, including "The Cosby Show," "thirtysomething," "Designing Women," and at least three additional shows to address various social issues within each show's regular show format. During the December broadcasts, each show concludes with an appeal for viewers to become involved and to call for information on how they might help end hunger, homelessness and other critical problems by becoming volunteers.

sponsors

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Chairman/CEO
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An Initiative of the End Hunger Network
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Prime Time to End Hunger (cont.)

will receive information that will link them with local volunteer agencies. The United Way of America and VOLUNTEER: The National Center are coordinating the volunteer response system and have assisted in preparing the Volunteer Handbook. The Handbook is designed as a "consumer's guide" to volunteering, and will facilitate viewers in selecting appropriate activities.

Keith Addis, one of the organizers of the campaign, said, "Problems such as hunger, homelessness, drug abuse and destruction of the environment are everyone's problems. Solving them will require everyone's participation. That's why leaders in the entertainment community have given their enthusiastic support to this innovative and far-reaching campaign."

The co-chairs of this event are Keith Addis, president of Keith Addis & Associates; Monte Factor, chairman of the End Hunger Network; David Goldsmith, senior vice president of creative affairs, Grant Tribune Productions; and Jerry Michaud, executive director of the End Hunger Network.

#

Prime Time Telecommunications (cont.)

No funds are being solicited through the broadcasts, only an individual's personal investment of time in whatever organization or initiative he or she chooses.

"The telecommunications and marketing industries will be following this venture with great interest," noted Glenn Lebowitz, telecommunications consultant to the Prime Time to End Hunger campaign. "Because it will be the first national use of (900) lines by all three TV networks during primetime hours, it's seen as the coming of age for the new (900) number direct-response phone service." Lebowitz is president of Optima Direct, Inc., a Washington D.C.-based direct marketing, campaign management and consulting firm.

"No one can predict how many calls to expect, he continued. "However, when you realize that only six of these top-rated primetime shows have the potential of reaching collectively more than 290 million viewers, the potential for calls is extraordinary." The phone network is being assembled to handle up to 10 million calls during the campaign's three-week run, each estimated at no more than two minutes.

Placing the call is easy, Lebowitz continued. Callers dial a number shown on their TV screens, hear a pre-recorded celebrity message thanking them for their call, then follow step-by-step instructions for orally giving their names and addresses.

But the simplicity belies the complex ad hoc phone network being assembled, which includes long-distance carriers, all seven regional "Baby Bell" phone companies, nearly 1,500 local exchange carriers, approximately 20 telemarketing response companies and more than twelve information transcribing services. It also requires the creation of a database, which matches more than 4,000 volunteer referral agencies with the coverage area of all TV network affiliate broadcasting stations.

"If just one of the shows generates one million calls," said Lebowitz, "that translates into approximately 33,300 hours of calls to be answered and transcribed, and one million personalized mailing packages to be assembled and shipped within about a week."

Instead of a single national number, many (900) numbers will even out the phone traffic load during peak hours: the nation's 600-plus network-affiliated television stations will air different numbers in each broadcasting area.

Prime Time calls will first be received by local phone carriers, which will route them to the long-distance carriers. In turn, calls will be forwarded to telemarketing organizations using computer-response telephone equipment to answer the phones. Billing will be done by local carriers, with information received from long-distance carriers.

Prime Time Telecommunications (cont.)

Each caller's spoken information will be transferred from computer audio storage onto audio cassettes, shipped to a sub-network of transcribing services, transformed into computer data, and forwarded to a computer service firm with high-volume, high-speed printing capabilities. There, a self-mailing folder will be prepared and mailed, containing a personalized letter with the phone number of a local Volunteer Center in the caller's area, and a consumer's guide to volunteering.

From the initial phone call to mail delivery, the information should take approximately nine days. Each call will cost approximately \$2.00; all money will go to pay for the cost of the call itself, the printing of the literature, postage, and a small administrative charge.

Prime Time to End Hunger is a private initiative of the End Hunger Network, a nonprofit organization that focuses attention on hunger through the media.

VOLUNTEER: The National Center, United Way of America and the National Emergency Food and Shelter Program are coordinating the local Volunteer Centers which will refer viewers to appropriate volunteer opportunities in their communities.

#

Prime Time Organizations (cont.)

United Way of America's mission is to "increase the organized capacity of people to care for one another." To achieve that mission, United Way of America works with the nation's 2,300 United Ways to help mobilize the volunteer and financial resources needed to solve the problems that confront our communities. *For more information contact Tricia Barnett (703) 683-7855.*

The Emergency Food and Shelter National Board Program was created by Congress in 1983 to provide funds to more than 2,300 U.S. communities to provide food and shelter to needy individuals. The National Board is composed of representatives of the American Red Cross, Catholic Charities USA, Council of Jewish Federations, the National Council of Churches of Christ in the USA, The Salvation Army, and United Way of America.

Local Emergency Food and Shelter Boards administer the program in their jurisdictions. These local Boards identify and distribute money to food and shelter programs so that people can be fed and housed. *For more information contact Tony De Cristofaro (703) 683-7831.*

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Background

**NATIONAL ORGANIZATIONS UNITE
IN "PRIME TIME TO END HUNGER" EFFORT**

The Prime Time to End Hunger campaign slated for early December 1989 will feature top primetime television shows broadcasting episodes about hunger, homelessness and other critical problems that volunteers can help solve. Viewers will be invited to call special (900) toll numbers to request information about how they can volunteer.

Viewers who call will receive a Volunteer Handbook that will identify the telephone number of an organization in their community which can help them select an appropriate volunteer activity.

The End Hunger Network initiated the Prime Time to End Hunger campaign and has been working on its development for two years. The End Hunger Network's purpose is to focus the power of the media and the entertainment community on the issue of hunger and encourage individual action to solve the problem. Past activities of the End Hunger Network include the educational and fundraising segments of the Live Aid concert and the annual Presidential End Hunger Awards. *For more information, contact Jerry Michaud (213) 273-3179.*

In addition to helping create the Volunteer Handbook, the following national nonprofit organizations and their local affiliates are working in partnership to coordinate the volunteer systems that will respond to the expected millions of calls generated by the Prime Time to End Hunger campaign:

VOLUNTEER: The National Center is the only national voluntary organization with the sole mission of stimulating and strengthening volunteering. VOLUNTEER provides a wide range of support services to the nation's Volunteer Centers, state offices on volunteerism, volunteer-involving organizations, major corporations and organized labor. *For more information contact Pam Warwick (703) 276-0542.*

An Initiative of the End Hunger Network
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THE END HUNGER NETWORK



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End Hunger Network
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O'Melveny & Myers
Los Angeles

Lynne W. Twist
Managing Director
The Hunger Project
San Francisco

Background

THE END HUNGER NETWORK INITIATES "PRIME TIME" CAMPAIGN

The End Hunger Network, a Los Angeles-based nonprofit agency, created the Prime Time to End Hunger campaign to call forth public awareness and individual action to impact hunger, homelessness and other critical problems that can be improved by increased volunteerism.

Working with leaders in the Hollywood entertainment community, the End Hunger Network obtained the cooperation of the three major TV networks, top primetime television producers and others to design this three-week campaign in early December 1989. It will feature episodes of top primetime television shows that focus on the campaign's issues.

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Important Issues for Americans

- Every day, 35,000 of us around the world die of hunger-related causes.
- In 1988, requests for emergency shelter by homeless American families increased by 18%.
- 32.5 million Americans live below the poverty line; one in five American children live in poverty.

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The Prime Time to End Hunger Initiative is designed to help make ending hunger, homelessness and poverty a major national priority, using the power of primetime television to alert Americans and assist them in taking significant action that can save lives and insure our common futures.

What is Prime Time to End Hunger?

The Prime Time to End Hunger campaign intends to bring increased public awareness to the issues of hunger, homelessness and poverty so that Americans can take volunteer actions needed to end the conditions.

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- Top primetime television shows from each of the three major networks will broadcast specific episodes about hunger, homelessness or poverty.
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How will the viewers get involved?

- Interested viewers who call the (900) number displayed at the end of each show will be sent information that will link them with local volunteer activities.
- This information will let callers know how to volunteer, what to look for in an organization, what opportunities are available — a Volunteer Consumer's Guide referring them to any of the thousands of nonprofit organizations linked together by the End Hunger Network, The United Way of America, Volunteer and The National Emergency Food and Shelter Program, where individuals can meaningfully volunteer their time, energy, talents and resources.
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How will the Prime Time to End Hunger campaign be financed?

- Through contributions from corporations, individuals, service organizations, foundations and others who see the value of this initiative and want to make sure it happens.
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The End Hunger Network is a nonprofit 501(c)(3) organization dedicated to focusing the power of the communications media and the entertainment community on helping create the popular and political will to end the deaths due to chronic hunger.

Since 1983, by bringing together entertainment personalities, nonprofit agencies, businesses, educators and media executives, the End Hunger Network has produced innovative public events, television programs and educational materials, including the educational segments of Live Aid and the Presidential End Hunger Awards. An active Houston Chapter serves as a model for mobilizing community action.

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End Hunger Network (cont.)

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The End Hunger Network owes its creation and development to the concerned response of individuals within the Hollywood entertainment community to the tragedy of hunger.

Moved by the knowledge that 13 to 18 million people die every year due to the avoidable effects of hunger, these celebrities, writers, producers and others took a stand to communicate about the issue in the most creative and effective ways that were available to them.

Some of the events produced by the End Hunger Network in order to educate and increase awareness among Americans and motivate them to action include:

- **The Los Angeles World Hunger Event** -- a full-day educational presentation made to 300 high-profile individuals through music, comedy, interactive discussion, audio-visuals and a participative simulation game.
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For more information, contact Jerry Michaud (213) 273-3179.

#

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THE END HUNGER NETWORK



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The Hunger Project
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Background

THE END HUNGER NETWORK INITIATES "PRIME TIME" CAMPAIGN

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TO END HUNGER

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Prime Time Organizations (cont.)

United Way of America's mission is to "increase the organized capacity of people to care for one another." To achieve that mission, United Way of America works with the nation's 2,300 United Ways to help mobilize the volunteer and financial resources needed to solve the problems that confront our communities. *For more information contact Tricia Barnett (703) 683-7855.*

The Emergency Food and Shelter National Board Program was created by Congress in 1983 to provide funds to more than 2,300 U.S. communities to provide food and shelter to needy individuals. The National Board is composed of representatives of the American Red Cross, Catholic Charities USA, Council of Jewish Federations, the National Council of Churches of Christ in the USA, The Salvation Army, and United Way of America.

Local Emergency Food and Shelter Boards administer the program in their jurisdictions. These local Boards identify and distribute money to food and shelter programs so that people can be fed and housed. *For more information contact Tony De Cristofaro (703) 683-7831.*

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Teletypewriter 818 900 0157



TO END HUNGER

Co-Chairs

Keith Addis
Keith Addis & Associates

Monte Factor
Chairman, End Hunger Network

David Goldsmith
*Executive Producer
Lorimar Television*

Jerry Michaud
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Warren Cowan
*Chairman
Rugers & Cowan Public Relations*

Ted Danson
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Peter Davics
*President, InterAction
American Council of
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Elizabeth Dole
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James Grant
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Ralph Hofstad
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William Morris, Inc.*

Senator Edward Kennedy
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Congressman Mickey Leland
*Chairman, U.S. House
Select Committee on Hunger*

Brandon Tartikoff
President, NBC Entertainment

Tony Thomas
*President
Witt-Thomas-Harris Productions*

Jack Valenti
*President, Motion Picture
Association of America*

Background

**NATIONAL ORGANIZATIONS UNITE
IN "PRIME TIME TO END HUNGER" EFFORT**

The Prime Time to End Hunger campaign slated for early December 1989 will feature top primetime television shows broadcasting episodes about hunger, homelessness and other critical problems that volunteers can help solve. Viewers will be invited to call special (900) toll numbers to request information about how they can volunteer.

Viewers who call will receive a Volunteer Handbook that will identify the telephone number of an organization in their community which can help them select an appropriate volunteer activity.

The End Hunger Network initiated the Prime Time to End Hunger campaign and has been working on its development for two years. The End Hunger Network's purpose is to focus the power of the media and the entertainment community on the issue of hunger and encourage individual action to solve the problem. Past activities of the End Hunger Network include the educational and fundraising segments of the Live Aid concert and the annual Presidential End Hunger Awards. *For more information, contact Jerry Michaud (213) 273-3179.*

In addition to helping create the Volunteer Handbook, the following national nonprofit organizations and their local affiliates are working in partnership to coordinate the volunteer systems that will respond to the expected millions of calls generated by the Prime Time to End Hunger campaign:

VOLUNTEER: The National Center is the only national voluntary organization with the sole mission of stimulating and strengthening volunteering. VOLUNTEER provides a wide range of support services to the nation's Volunteer Centers, state offices on volunteerism, volunteer-involving organizations, major corporations and organized labor. *For more information contact Pam Warwick (703) 276-0542.*

An Initiative of the End Hunger Network
In Cooperation with the Three Major Television Networks

End Hunger Network (cont.)

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Prime Time Telecommunications (cont.)

Each caller's spoken information will be transferred from computer audio storage onto audio cassettes, shipped to a sub-network of transcribing services, transformed into computer data, and forwarded to a computer service firm with high-volume, high-speed printing capabilities. There, a self-mailing folder will be prepared and mailed, containing a personalized letter with the phone number of a local Volunteer Center in the caller's area, and a consumer's guide to volunteering.

From the initial phone call to mail delivery, the information should take approximately nine days. Each call will cost approximately \$2.00; all money will go to pay for the cost of the call itself, the printing of the literature, postage, and a small administrative charge.

Prime Time to End Hunger is a private initiative of the End Hunger Network, a nonprofit organization that focuses attention on hunger through the media.

VOLUNTEER: The National Center, United Way of America and the National Emergency Food and Shelter Program are coordinating the local Volunteer Centers which will refer viewers to appropriate volunteer opportunities in their communities.

#

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TO END HUNGER

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Jack Valent
*President, Motion Picture
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FAX TRANSMISSION

Please forward to: CLARK ERVIN + PERRY LILES

of: ~~THE~~ OFFICE OF NATIONAL SERVICE

Sent by: JERRY MICHAUD

Date: 10/23 Time: 5:23

This transmission consists of 13 pages, not including this cover sheet.

PRESS KIT MATERIALS
TO BOTH CLARK ERVIN +
PERRY LILES

222 N. Beverly Drive
Beverly Hills CA 90210
Telephone 213 273 3179
Telecopier 818 906 0157



TO END HUNGER

Contact: Stacy Hatch
(213) 201-8886

FOR IMMEDIATE
RELEASE
October 25, 1989

Co-Chairs

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Kelth Addis & Associates
Monte Factor
Chairman, End Hunger Network
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TV NETWORKS JOIN IN 'PRIME TIME' EFFORT TO STIMULATE VOLUNTEERISM

HOLLYWOOD -- The three major television networks, ABC, NBC and CBS, are joining forces to raise public awareness and promote volunteerism. The Prime Time to End Hunger campaign is designed to help make ending hunger, homelessness and other social problems a national priority by encouraging volunteerism nationwide.

Commitments have been made by the three major television networks, top primetime producers, telecommunications companies, corporate sponsors and private voluntary organizations to work together in a campaign to encourage at least 175,000 Americans to volunteer an hour per week in improving their communities.

During the month of December, each network will present two primetime television series with episodes dealing with hunger, homelessness, poverty or other issues which can be impacted by volunteerism.

The shows currently involved are "The Cosby Show," "thirtysomething," "Golden Girls," "Cheers," "Murder She Wrote," "Head of the Class," as well as other hit series. These shows have the combined potential of reaching 290 million viewers.

Audience members will be invited to call a special (900) number to receive information that will help them become involved as a volunteer.

Ted Danson, star of NBC's "Cheers," said, "We're inviting viewers to join us in making the world a better place, however they can. Hunger and homelessness are two issues that we can do something about, but they're not the only ones. Every individual can make a difference, even if it's only touching one other person's life. The point is: do something."

AT&T, U.S. Sprint and MCI are working to create a phone network system to handle the projected 3-5 million calls. Viewers who call the (900) number

Prime Time to End Hunger (cont.)

pamphlet will outline ways in which volunteering can be a personally enriching experience, as well as useful to those being helped. We want volunteers to discover how they can make a difference in other peoples' lives, so they'll want to get involved with existing organizations or even start their own initiatives where they see a need."

Through special computer printing technology, each Volunteer Handbook will also identify the phone number of the individual caller's local Volunteer Center or United Way, where they can call to be referred to local, national or international organizations seeking volunteer assistance.

The event will be supported by an extensive public relations and advertising campaign in the electronic and print media to amplify the message of the network TV effort. A variety of corporate sponsors have already come forward to support this event, including Archer-Daniels-Midland, Polaroid, Webcraft Industries, Sony Corporation of America and A&M Records.

The Polaroid Education Program will distribute specialized learning materials to more than 120,000 elementary and high school teachers nationwide in conjunction with the shows.

Prime Time to End Hunger is an initiative of the End Hunger Network, a Los Angeles-based nonprofit organization founded in 1983. Its purpose is to focus the power of the communications media and the entertainment community on helping to create the popular will to end hunger and deaths due to hunger-related causes.

Some of the End Hunger Network's previous activities include producing the educational and fundraising segments during the 1985 Live Aid Concert, and producing the annual U.S. Presidential End Hunger Awards, which honor citizens who have made outstanding contributions toward ending hunger.

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